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for buyers and sellers of radio advertising

U.S. RADIO

VOL. 1—NO

OCTOBE
1957

35 CENT

ADIO-ACTIVE 1957
he Real Heyday
Here!
page 23

ansistor Boom
ccounts for 37%
f Set Sales
page 25

ECH-NUT Will Up
1,000,000 Budget
hile Flavor Lasts
page 27

OMETOWN, U.S.A.
ocal Promotion
ets Community Pace
page 43

William L. Wernicke
Clearance Problems
On Sinclair's 5 Second
Spot Campaign
page 54

it takes all kinds and NBC RADIO reaches all kind

Some folks like music; others like drama. People have different tastes in clothing, in food, in *listening*, too. To sell them all, you must reach them through the programs they respond to.

NBC Radio's varied programming offers you every kind of listener.

* *The lady of the house who enjoys soap operas can find them on NBC Radio dramas like MY TRUE STORY and ONE MAN'S FAMILY.*

* *The housewife who eases her daily chores with live pop music tunes in NBC Radio's BANDSTAND.*

* *The men and women who follow world events keep posted with NBC Radio's NEWS ON THE HOUR . and the more thoughtful listen to LIFE AND TI WORLD and other analytical programs.*

* *Weekenders, relaxing at home and at the whe enjoy variety on MONITOR.*

NBC Radio's varied programming makes sure your co mercials are heard more times by more *different* people. F a saturation buy that covers every segment of your mark nothing matches the effectiveness and economy of NBC Radi where *more people* hear your sales messages more times.

People *are* different. But with all their differences they ca still have one thing in common—*your product*...when you u

NBC RADIO

Only YANKEE serves all of New England

and these are the 31 home-town affiliates of the Yankee Network who currently carry the largest volume of Yankee Network radio advertising in its 30 years of operation.

Augusta, Maine	WFAU	Manchester, N. H.	WGIR
Bangor, Maine	WABI	New Bedford, Mass.	WNBH
Biddeford, Maine	WIDE	New London, Conn.	WNLC
Boston, Mass.	WNAC	Pittsfield, Mass.	WBRK
Bridgeport, Conn.	WNAB	Portland, Maine	WPOR
Concord, N. H.	WKXL	Presque Isle, Maine	WAGM
Fall River, Mass.	WALE	Providence, R. I.	WEAN
Fitchburg, Mass.	WEIM	Rutland, Vermont	WSYB
Greenfield, Mass.	WHAI	St. Albans, Vermont	WWSR
Hartford, Conn.	WPOP	Springfield, Mass.	WMAS
Houlton, Maine	WABM	Torrington, Conn.	WTOR
Hyannis, Mass.	WOCB	Ware, Mass.	WARE
Keene, N. H.	WKNE	Waterbury, Conn.	WWCO
Lewiston, Maine	WCOU	Waterbury, Vermont	WDEV
Lowell, Mass.	WLLH	Westerly, R. I.	WERI
		Worcester, Mass.	WAAB

Call H-R Representatives

Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.

SPEEDY AND FIRST!

Thirty-six years ago, WSPD, the Storer Broadcasting Company's *first* radio station, went on the air in Toledo, and it's been *first* in Toledo in every respect ever since.

It's *first* in service in the public interest as proved by its *first* in ratings of locally produced programming devoted to community problems and objectives.

And WSPD is *first* in over-all ratings—morning, afternoon, and evening—Hooper, Pulse, and a few others to which WSPD doesn't even subscribe. It's *first* in "cash register" rating, too, with the result that WSPD is *first* in retail advertising revenue volume.

It's *first* in coverage which, with its *first* in listeners, has made it first in the consciousness of time buyers. Result: WSPD is *first* in Toledo in national sales.

So, if you're thinking of sales promotion in the Toledo area . . . think *first* of

WSPD RADIO

N.B.C. *in Toledo*

STORER BROADCASTING COMPANY

WSPD	WJW	WJBK	WAGA
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia
WIBG	**WWVA**	**WGBS**	
Philadelphia, Pa.	Wheeling, W. Virginia	Miami, Florida	

SALES OFFICES

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

. . . or any Katz office

memo

FROM: MUTUAL BROADCASTING SYSTEM, INC.
TO: Advertisers and their Agencies

...we've got news for you

In fact, we've got it every half hour on 400 MUTUAL stations that blanket the nation, bringing the up-to-the-minute news, sports and music to millions of Americans everywhere.

This "news" pattern for action at MUTUAL—the greatest advertising buy in the history of radio—is available to you.

Yes, for as little as $500 per news program, your sales message reaches millions of listeners in more than 400 markets from New York to Los Angeles—from Detroit to New Orleans. This nationwide network audience is now yours—at home and on the road—at the lowest cost ever.

This is the "news" look at MUTUAL—giving America more news and giving you a bigger market for your products.

Some of the nation's top newscasters are ready to help you reach this audience and sell your goods.

HERE ARE SOME OF THE TOP NEWSCASTERS READY TO "SELL" FOR YOU:

Fulton Lewis Jr.	Gabriel Heatter
Robert F. Hurleigh	John B. Kennedy
Westbrook Van Voorhis	Cedric Foster
Bill Cunningham	John Wingate

SPORTSCASTERS

Bill Stern	Harry Wismer
Frankie Frisch	Art Gleeson

TO THE BIG THREE—NEWS, SPORTS and MUSIC—add flexibility of advertising, saturation impact and unmatched low cost.

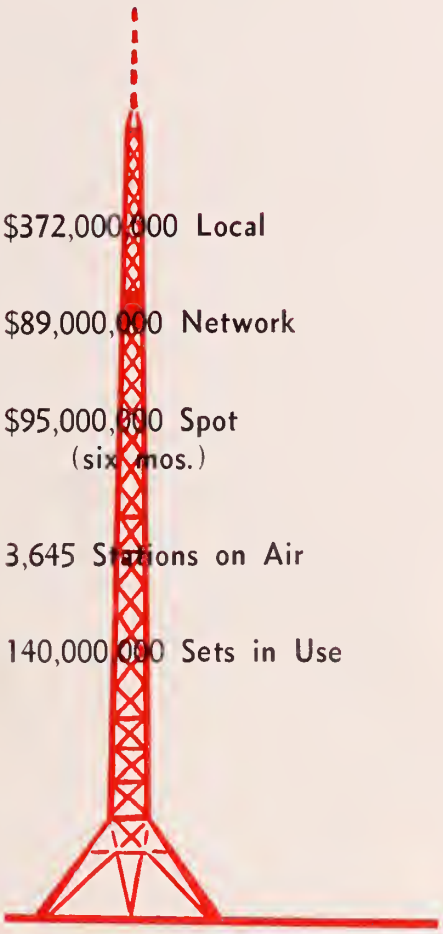
TRY US—YOU'LL SAY THE PLEASURE IS MUTUAL!

Join these advertisers now on MUTUAL:

GENERAL MOTORS • R. J. REYNOLDS TOBACCO CO. • KRAFT • CHRYSLER LIGGETT & MEYERS • EX-LAX • READERS DIGEST • QUAKER STATE MOTOR OIL PONTIAC • EQUITABLE LIFE ASSURANCE SOCIETY • HUDSON VITAMIN CORP. SLEEP-EZE CO. • RHODES PHARMACAL CO. • BELTONE HEARING AID CO. • PHARMACRAFT • CONSUMER DRUG CORP.

mutual BROADCASTING SYSTEM, INC.

Radio's Barometer



Local: $372,000,000 will be figure for 1957 in local gross billings according to RAB—a $20,000,000 gain over last year which would represent a percentage increase of 6%.

Network: More than $89,000,000 gross network billings is what RAB predicts for 1957. That's $4,000,000 above last year and approximately 6% increase expected. Indications it could go higher with new business coming in.

Spot: $95,401,000 is total gross dollar volume spot radio sales estimated for first six months of 1957, according to Station Representatives Association, Inc., which predicts 20% increase for year.

Here's how first 10 in gross dollar volume rank:

Category	*Dollars*	*% of Total*
1—Food and grocery products	$17,461,000	18.3
2—Tobacco products and supplies	14,271,000	14.9
3—Drug products	8,888,000	9.3
4—Automotive	7,641,000	8.0
5—Ale, beer and wine	6,516,000	6.8
6—Gasoline and lubricants	5,252,000	5.5
7—Cosmetics and toiletries	4,566,000	4.8
8—Consumer services	3,736,000	3.9
9—Tooth paste, dental products	3,641,000	3.8
10—Religion	2,593,000	2.7
TOTAL	$74,565,000	78.0%

Stations: 3,645 stations on the air and another 178 under construction, according to FCC, with 3113 AM and 532 FM. There are 340 AM applications pending and 148 under construction. Activity on the FM front reflected in fact that there are 30 stations under construction and 37 applications pending.

Sets: With 140,000,000 sets in use, radio sales totalled 4,937,126 and set production figures totalled 8,765,669 for the first eight months of the year. Set sales do not include 3,392,926 car radios produced which are sold directly to automobile industry for car installation, according to Electronic Industries Association. Month-by-month tally is:

	Radio Sales	*Auto Radios Produced*	*Total Radios Produced*
January	563,363	521,624	1,085,592
February	525,029	522,859	1,264,765
March	730,584	597,432	1,609,073
April	543,092	380,452	1,115,813
May	547,480	396,151	1,023,771
June	729,541	416,058	1,088,343
July	587,484	256,279	612,588
August	710,553	301,971	965,724
TOTAL	4,937,126	3,392,936	8,765,669

WKMI
KALAMAZOO

THE STATION

THAT CARRIES

THE LARGEST VOLUME

OF AUTOMOTIVE SPOT BUSINESS

IN WESTERN MICHIGAN

5,000 WATTS

BROADCAST TIME SALES REPRESENTATIVE

for buyers and sellers of radio advertising

U.S. RADIO

OCTOBER - 1957 VOL. 1 - NO. 1

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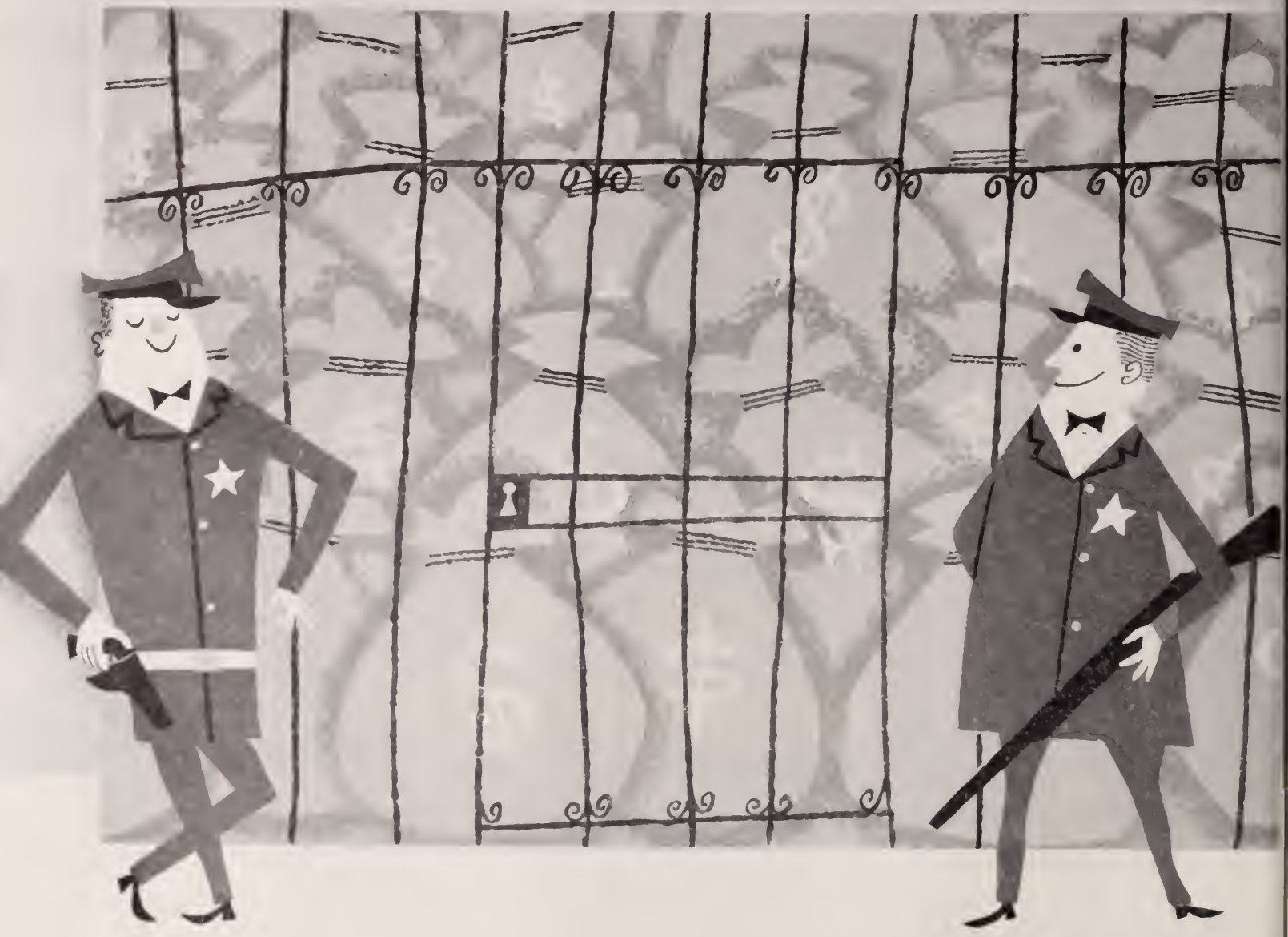
Just 7% of all stations

Only 7% of all U.S. radio stations are affiliated with the CBS Radio Network. Yet this small percentage of stations accounts for almost one-fifth of all U.S. radio listening* (30% more listening than to the next network's stations). The reason: facilities, of course... and, most certainly, programs. The network's outstanding news, world famous personalities, the most popular daytime dramas... matched with local programs that distinctively serve each community. The listeners go where the programs are.

get 18.5% of all listening!

*All U.S. Nielsen-measured stations, 6:00 AM-12:00 Midnight, March 1957.

29 BILLION



DOLLARS

SPENT

IN STORER MARKETS

IN RETAIL SALES

IN 1956*

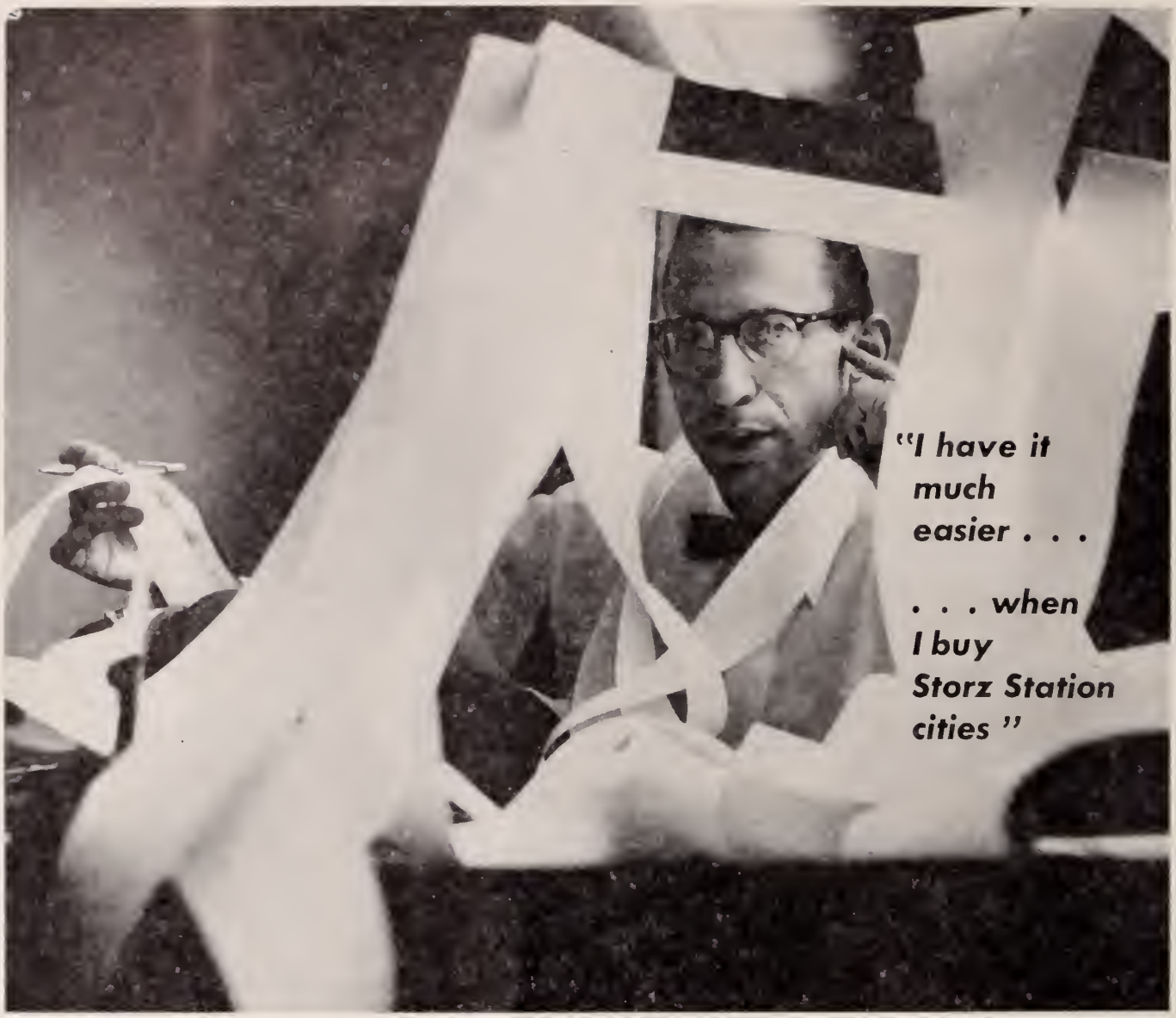
Retail sales of 29 billion . . .
and so easy to influence on
radio and television stations
owned and operated by the
Storer Broadcasting Company.

STORER BROADCASTING COMPANY

WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Michigan	**WAGA** Atlanta, Georgia
WIBG Philadelphia, Pa.	**WWVA** Wheeling, W. Virginia	**WGBS** Miami, Florida	

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"



In each of these major markets, it isn't even close;
More radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY #1
Hooper, Trendex, Pulse—all day.
See Blair or GM Jack Thayer.

KANSAS CITY . . . WHB #1
Metro Pulse, Nielsen, Trendex, Hooper;
Area Nielsen, Pulse. See Blair or
GM George W. Armstrong.

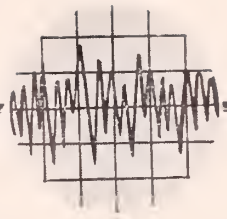
NEW ORLEANS . . . WTIX #1
Hooper, Pulse. See Adam Young or GM
Fred Berthelson.

MIAMI . . . WQAM #1
Hooper, Pulse, Southern Florida Area
Pulse, Trendex. See Blair
or GM Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



Network Upswing Credited To New Sales and Programming Methods

General upswing in network radio is due to new sales methods and new programming methods. Few half-hours or hours are being bought *in toto* by one advertiser. Exceptions: Home Life Insurance buy of Jack Benny and Phillip Morris' expansion of regional country-style show on CBS; Dow Chemical sponsors country style show on NBC Daytime Saturdays and renewal of Telephone Hour. Rest of network picture consists of segments (See *Report from Networks,* p. 54.) MBS' new management is publicizing fact that in less than two months the tide has been turned putting the network on a profitable—"small but significant" —basis.

Male Buying Patterns Influence Nighttime Trend

More leisure listening during evening hours by the man of the house is attracting certain sponsors to nighttime radio. Products concerned are those which male customers actually go out and buy themselves or those which they specify by brand when the wife does the weekly shopping. Among these are gas and oil, tires, batteries, insurance. Cigarettes and beer, moreover, are finding it hard to get good time that competition doesn't have, so they're helping to spark nighttime trend.

Magazine Concepts

Joe Culligan's "Imagery Transfer" at NBC is attracting magazine-bound advertisers such as American Institute of Men's and Boy's Wear, Waverly Fabrics, Ruberoid Company, Equitable Life. Magazine concept is factor in that buys are flexible and can be made on such short term bases as three weeks, four weeks, or every other week.

Wooing Teen-Agers?

CBS is re-working its block programming idea for nighttime which will concentrate on the teen-age audience. Plan is to try to sell it to two or three major advertisers in a combination that might shape up into a soft drink, cosmetic and cigarette.

Saturation Spots Spilling Over

More saturation is being bought, such as Pepsodent's more than 300 per in some markets. Spots are spilling over to other than prime traffic times such as between 9 a.m. and 4:30 p.m. to accommodate the heavy saturation campaigns. This hits housewife audience of steady, faithful adult listeners. (See *Report from Representatives,* p. 52.)

Department Stores Eye Hard-Hitting Sell Copy On Air

Department stores are watching competitors' use of radio closely to see if new trend to hard-hitting, merchandise-selling copy will warrant re-evaluation of their media budgets. Stores using institutional sell have not been fully convinced of value of radio. In Birmingham, Pizitz, Alabama's largest store is sponsoring newscasts practically around the clock on Bartell Group station WYDE. Saturation calls for newscast practically every half hour with commercials doing hard-sell job for store. Extensive merchandising promotion also being carried on.

Keystone's 1,000

Strong factor, according to Keystone Broadcasting System, on its much publicized success in rounding out affiliate number to even 1,000, is its accent on flexibility to give advertisers wide coverage selection.

Wyde aWake 'n Wild

three success stories which keep

The BARTELL GROUP FIRST All-Ways

(and always)

FIRST
in ratings everywhere

FIRST
with the whole family
delivering a richer audience composition

WOKY Milwaukee **FIRST**
WAKE Atlanta **FIRST**
KRUX Phoenix **FIRST**
KCBQ San Diego **FIRST**

and going up, up, up, newest Bartell Stations

WILD Boston and WYDE Birmingham

(Rateholder avails will triple their value in 60 days.)

Bartell It... and Sell It

Sold Nationally by ADAM YOUNG, Inc.
for WOKY, The KATZ Agency

AMERICA'S **FIRST** RADIO FAMILY
SERVING 10 MILLION AMERICANS

washington

FCC Report Points to Possible Radio Study

The stir created in the tv industry by FCC's Network Study Group report, which frowned on aspects of network option time, must-buy, activities of station representatives and station ownership, is only a part of the story. Radio network officials, who remember with horror the Chain Broadcasting report of 1941, have taken careful notice of this sentence buried in the body of this new report:

"It would be appropriate and profitable to make another exhaustive study to ascertain the character and effects in radio broadcasting since 1941. Such a detailed study must wait until adequate personnel and funds are available."

Radio Could Be Affected By Pay-Tv Controversy

Industry spokesmen seem in agreement that, although pay-tv is technically a tv problem, it should not be treated with detachment by radio broadcasters. Who knows what the future would hold for radio, they ask, under pay-tv philosophy which they maintain tampers with basic concepts of American system of free broadcasting? Opponents of pay-tv hold that system could ultimately destroy concept of free broadcasting—in radio as well as television.

Drawbacks to be Overcome In Remote Control Ruling

Chief drawbacks to FCC's amended rules on remote control operation, effective October 25, are (1) rigid proof of performance data which many stations are ill-equipped to handle during a remote control operation, and (2) a requirement for daily DA readings at the transmitter point when the directional arrays change. Until close scrutiny was made of these provisions, it had looked at first that ruling gave complete green light for remote control to all AM and FM stations with directional antennas and power in excess of 10 kw. (Non-directional antennas and outlets with power less than 10 kw have been operating by remote control since March, 1953.)

Under new ruling, an operator holding "a valid radio telephone first-class operator license" must be on duty at remote control for transmitter location. Applications for remote control operations will be received and acted upon on a case by case basis.

Daytimers Look to Jan. 7 When FCC Reports to Senate Subcommittee

New wave of criticism broke at FCC's door when Senate Small Business Committee report took Commission to task for stalling for 3 years on taking action on Daytime Broadcasters Association petition for longer broadcast day. Report was based on hearings held 6 months ago by Subcommittee on Daytime Broadcasting chairmanned by Sen. Wayne Morse (D-Ore.). DBA seeks permission for well over 1,000 daytime-only stations to go on air from 5 A.M. (or sunrise if it is earlier) until 7 P.M. (or local sunset if that be later). January 7 was set as date for FCC to report back to Committee on its proposed action on petition. Committee report turned deaf ear to pleas of insufficient funds and staff which FCC used to explain, in part, the standstill.

Clear Channel Issue Involved

Committee wants some other answers, too, on January 7 from FCC. Sen. Morse seeks concrete data on long dragged-out daytime skywave proceedings and about clear channel station listenership. He asks whether listening habits of nation have changed since establishment of clear channel service. Committee suggested FCC take new look at its allocations policy to find answers.

Report recommended several possible solutions to DBA's woes:

- *number of frequencies in broadcast band might be increased.*
- *more space might be given AM by narrowing other frequency bands.*
- *power of clear channel stations might be relocated, broken down or reduced.*

From FCC: No comment. From DBA: Complete agreement with report.

From Clear Channel: The stand that present FCC allocation rules on Daytime Broadcasting are consistent with the findings of FCC and industry engineers. A change, CCBS says, would be detriment to service radio performs.

FCC Gets Close Scrutiny

According to last year's annual report, FCC devoted 900 man days preparing for, attending and following up committee hearings in House and Senate. Outlook for future—more of same.

Immediate proof of this is House Legislative Oversight Subcommittee which will investigate whether or not FCC and 55 other regulatory agencies have been properly carrying out laws enacted by Congress concerning them. Subcommittee, operating on special appropriation of $250,000 which runs out in January, is headed by Rep. Morgan Moulder (D-Mo.). Staff of 13 has embarked on "show-us" inquiry. There is not a file cabinet at FCC to which probers can be denied access. Hearings will be open. Dates have not been set but will be after Congress gets back to Capitol.

NARTB On Regional Road

With 4 down (Schenectady, Cleveland, Asheville, N. C., and Kansas City) and 1 to go (Portland, Ore.; Denver, Dallas and Memphis), this is first year NARTB Regional Conferences are open to non-members.

Significant information to come out of radio side of Regionals to date:

- *announcement of NARTB support for all-industry move to negotiate on equal basis next year when ASCAP radio contract expires.*
- *educated predication that, come 1965, expenditures in radio advertising should climb to $794 million —as against $420 million in 1945 and $539 million in 1955.*
- *Count of station growth in past year—104 new AM and FM stations have gone on the air.*
- *Set count estimate of 163 million radio sets in use — 35 million of them in automobiles.*

Status Of Radio Symbol

A symbol—aural and visual—intended for use by radio broadcasters as a distinguished trademark is still in works at NARTB. In response to query as to when broadcasters might expect to see work completed, NARTB source stated that aural symbol (one of about a dozen submitted for consideration) was accepted by NARTB Board at June meeting. Symbol which got nod was from CBS. Art work for visual symbol may be approved in time to be used with aural identification shortly after first of year.

FROM 3 TO 6 PM IN THE NATION'S CAPITAL...

WRC IS THE SPEAKER OF THE HOUSE!

Late afternoon radio in Washington, D.C., is WRC's cup of tea. During the 3 to 6 pm time period, weekdays, WRC averages a 28% share of audience—a 29% advantage over the second station.

And within this time period, WRC's *local* programming sets the mood for an even greater number of listeners. From 4 to 6 pm, "Twilight Tunes" with Ed Walker averages a whopping *45% advantage over the second station!* The intimate, *local* appeal of "Twilight Tunes" not only holds the audience for these two hours, but *sells it with conviction* for such sponsors as American Tobacco Company, Ben-Gay, Cities Service, Northeast Airlines, Prestone Antifreeze, RCA Victor and Valley Forge Beer.

In Washington's 17-radio-station market, the large and loyal following "Twilight Tunes" enjoys on WRC is a natural for *you*. Let WRC Radio speak for *your* product in the nation's Capital!

NSI Report—Washington, D. C., Area—July 1957 **WRC•980** WASHINGTON, D. C. SOLD BY NBC SPOT SALES

KOBY
no. 1 in San Francisco
KOSI
no. 1 in Denver

no. 1
stations in
all surveys

sta. A
sta. B
sta. C
sta. D
sta. E

KOBY No. 1 station across the board in both Pulse and Hooper! July-Aug. Pulse: weekdays 15.3, Sat. 16.7 Sun. 17.3—averages 6 a.m.-midnight. June-July Hooper, weekdays, 7 a.m. to noon 22.0, noon-6 p.m. 24.0, all day average. Nielsen agrees with a 22,520 rating 6 a.m. to 9 p.m. KOBY operates full time . . . 10,000 watts blanket the entire bay area. Definitely the No. 1 buy because it's San Francisco's most listened-to station. See your Petry man, today!

KOSI Denver's top-rated station all day—all weekend! Aug.-Sept. Hooper: 28.0 a.m., 29.2 p.m. share. June Pulse shows KOSI No. 1 independent, 6 a.m. to 6 p.m. with a 16.3 average share. All surveys prove KOSI's dominance . . . 5,000 watts—sells full time. Represented by Forjoe.

WGVM
in Greenville, Miss.
No. 1 in both Hooper & Nielsen
See: Devney & Co., Inc.

MID-AMERICA BROADCASTING COMPANY

the *Silver Mike*

THIS MONTH:

FRANK SILVERNAIL

Manager, Station Relations, BBDO

U. S. RADIO'S *First 'Silver Mike' Goes To Frank Silvernail*

Radio pioneer Frank Silvernail, manager of station relations for Batten, Barton, Durstine and Osborn, has been chosen by the editorial board of U. S. RADIO as the first recipient of its monthly "Silver Mike" award. The award, a desk-size trophy-replica of an actual broadcast microphone, will be presented each month to honor an industry personage who has made outstanding contributions to the field of radio.

It is fitting that Frank Silvernail should be the first person so honored. His 32-year career in radio, encompassing not only the advertising but the broadcasting end of the industry as well, has made him a man of stature on both sides of the microphone. As a timebuyer for leading agencies for nearly two decades, as an NBC executive before that, and through the years as an energetic officer of various industry organizations, Frank Silvernail personifies radio itself to many persons in the trade.

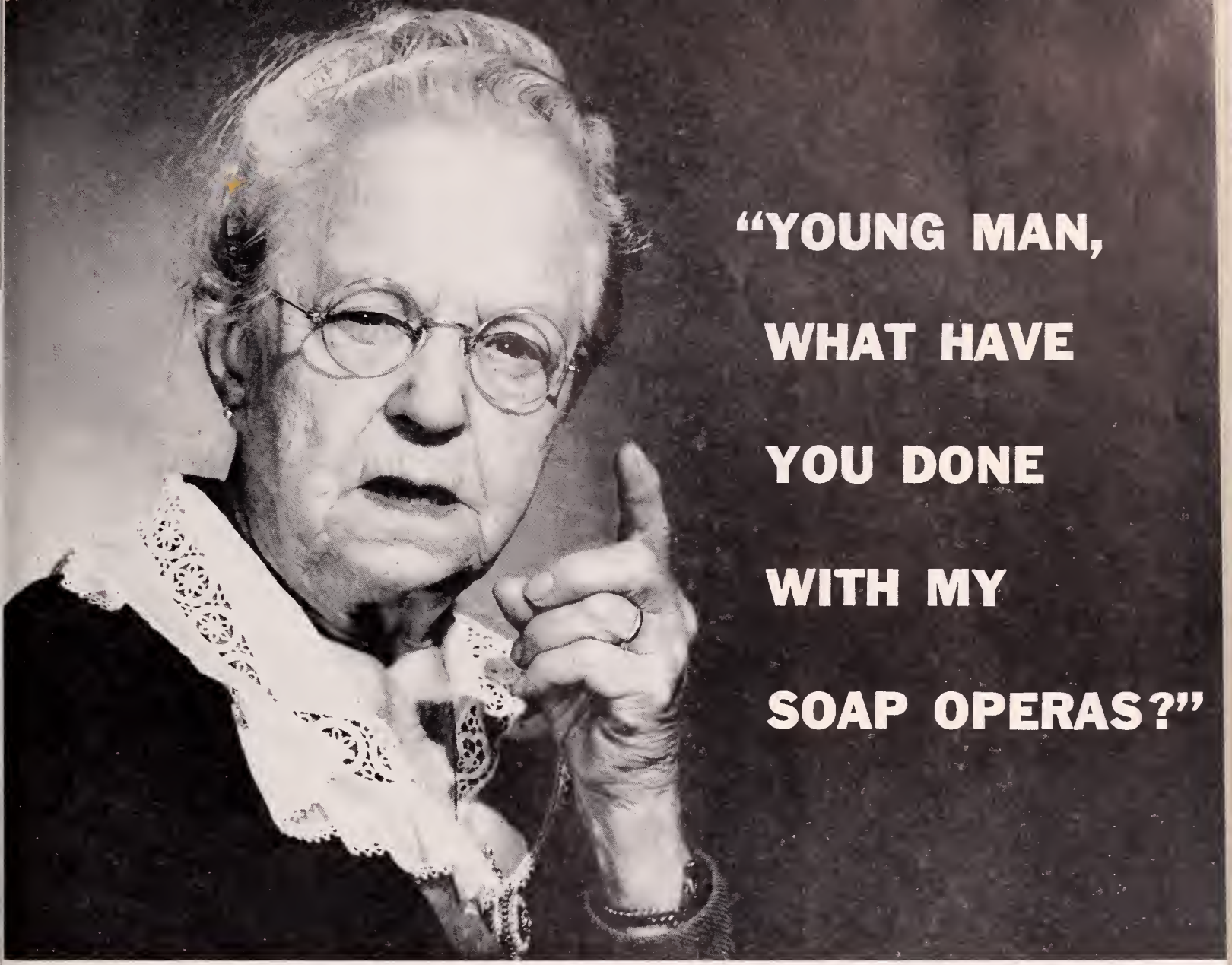
"Radio is very much a live medium," he said in accepting the award. "It has gone through a challenge and has rebounded in a big way. It has never lost its vitality—and it never will!"

Frank Silvernail began his career in radio in 1925 with station WEAF, New York, then an experimental station owned by the American Telephone and Telegraph Company. The future network and agency executive was an entertainer then, playing guitar with a group called the South Sea Islanders, which he co-founded.

In 1929, he joined the new NBC network as merchandising counsel in sales promotion. Between 1938 and 1941, he was an agency timebuyer, first for Pedlar-Ryan and later for Young & Rubicam. In 1943, he joined BBDO as head timebuyer and has functioned in his present capacity as manager of station relations since 1955.

Currently vice president of Radio Pioneers of America and a past president of its New York chapter, Frank Silvernail also serves on important committees of both the American Association of Advertising Agencies and the Radio and Television Executives Society.

U. S. RADIO is proud to present Frank Silvernail, whom all radio holds in deep esteem and affection, the first "Silver Mike." • • •



We're sorry, ma'am. You've been a faithful listener for years. But there just wasn't any room for them in our plans for the future. At American Radio we're programing for today's new audience—the on-the-go housewife who's busier than ever, and who has formed new listening habits. So out go soap operas.

"What's taking their place?" you ask. **Live** music, that's what—and here's why:

1. **Soap operas have dropped 37% in share of radio audience.***
2. **60% of today's housewives listen to music, while only 34.8% listen to soap operas.****
3. **Night TV satisfies the demand for drama.*****

That's why at American Radio we're programing **live** radio **exclusively.** That's why we're sold on the new **live** Herb Oscar Anderson Show, 10-11 every weekday. It's **live,** top tune music . . . **live** singers . . . **live** orchestra. It's fun radio, and it's what today's young housewife wants.

*A. C. Nielson
**RAB Survey of Radio and Housewives, March 1957
***Pure logic

the live one is

AMERICAN
BROADCASTING
NETWORK

in cost per thousand
in metropolitan Fort Wayne!

Latest Pulse shows that the average week-day cost per 1,000 homes in Metropolitan Fort Wayne is 35% lower than the next best station! This makes WANE *first choice* in cost! In Allen County alone, WANE showed a lower cost per 1,000 homes for 345 of the 360 quarter hours surveyed. And Fort Wayne is 27th in the nation's C.S.I. per household. Represented by Petry.

Sources: Pulse 4/57, SRDS 5/57

"The Pleasant Sound In Fort Wayne"

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL TV Galveston, serving Houston • WANE & WANE TV Fort Wayne • WISH & WISH TV Indianapolis

LETTERS TO

(Editor's Note: The initial announcement about the publication plans for U. S. Radio had hardly been directed to the industry when the deluge began. A flood of mail was directed to us. Practically all expressed feelings on just what should and should not be covered on the editorial pages of U. S. Radio. Some were very hot-under-the-collar letters with a particular gripe. Others offered encouragement and advice. All were read with grateful care. Comments were numerous and varied. A few of the more interesting appear below, which we print—in this issue only—anonymously.)

"Let's hear from the program directors—the program brains—talking about planning of musical shows, music sequencing, program balance, disc jockey controls and techniques, ways of using special effects. Let's get some stimulation in programming."

"You can't sell in volume specializing on the vociferous phone-ringing teen-agers alone. Sometimes the listeners who make the most noise do the least buying. We have learned to have programs for everybody; and the older folks don't all like rock 'n roll so we have programs for them, too."

"Talk about the strength of NIGHTTIME radio!"

"Promotions are very good — but emphasize the consistency of advertising which will prove to be more beneficial to the advertiser."

"It would be good to take a look-see into the varions rating concerns to find out how efficient their reports are . . . also to adapt them somehow for the smaller markets, thus making it financially feasible for smaller stations to make use of them."

"Many of the National Advertisers —in 9 out of 10 cases—will buy the local newspaper. Why? I wish I knew. In every single one of these

THE EDITOR

cases, the radio station undoubtedly has two or three times the coverage. Surely there must be a way to correct this."

"U. S. RADIO should editorialize the fact that the growing trend of agencies and national advertisers to request national advertising at local rates is detrimental for all parties concerned."

"Let's hear about results."

"In addition to you devoting attention to the successes as well as the problems of radio today, we in particular are interested in FM listening . . . what FM listeners are like. In the field of FM listening as well as in others, we think radio's success is not being measured adequately. We have not as yet found a practical method of examining our own FM audience."

"It's a fact that radio is here to stay!"

"Radio is still the best mass medium. Saturation on local radio hits all types of audiences regardless of when they work. When you hear it on radio it's NEWS. When you read it in the paper, it's history!"

"We would like U. S. RADIO to talk more about station programming and the segment of a market it reaches, and less about surveys and cost per thousand."

"RAB has made a wonderful start in the need for greater awareness of national advertisers to the value of spot radio on a local basis. This will give the advertiser the greatest value per dollar invested."

"Some agencies flood small operations with 'so-called' news stories. Strange how often they include the sponsor's product in the story. If the real *grass roots* radio system of the land is important enough for the free ride, it follows that radio is the best buy in the land to reach the good people."

A housewife, that is. In Indianapolis, you'll find her listening to WISH Radio! WISH knows that the housewife is the one who does the buying for the family. That's why WISH directs its programming to her—gives her the things she wants to hear. Lively musical shows...fine CBS daytime dramas...presentations keyed to an adult buying audience. And that's why advertisers find WISH their best buy in the rich Indianapolis market! Represented by Bolling.

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

LETTERS

"The world rolls along on the basis of 'the radio said . . .'"

"Keep pounding on success stories, station personality, promotional alertness . . . all the indices of radio effectiveness which are apart from mere ratings."

"Radio most surely deserves some specialized attention. It is not a step-child today."

"The national advertiser and his agency should take a better look at the results being achieved by local advertisers and agencies who place their advertising in other than the 'driving times' of 6-9 a.m. and 4-7 p.m. Local advertisers everywhere, knowing their own local market better and knowing the listening habits of people in their own community, achieve good results at other times."

"The trend is obvious, we believe, that the regional and national advertisers are getting better results from buying a handful of small stations for spot campaigns than when they buy the networks. The reason for this is that although networks can provide better programs, the masses of people will cling to their local stations, with local news, local names, and local special events. Thus, to reach more people per dollar spent, the regional and national advertisers are moving in the direction of the smaller stations with their cluster of loyal listeners."

"Tell them about radio's general local flavor that cannot be equalled by any medium. Radio's low cost."

"Just tell them to forget the ratings and sell the sponsor on results."

SPOT RADIO now America's

Does Outdoor Advertising fit into your media strategy? Then budget ample funds for Spot Radio, America's No. 1 Outdoor Advertising medium today.

As an agency executive recently put it: "Radio today is not only the biggest outdoor medium, but the new outdoor poster."

Coppertone, Good Humor, General Motors Acceptance Corporation and major oil companies are among scores of advertisers setting new sales records by reaching outdoor America through spot-saturation in the new leading outdoor medium—RADIO.

EWING GALLOWAY PHOTOS

37,000,000 CAR RADIOS keep motorists in touch with local news and local weather—and with the sales messages of advertisers using local radio, another name for Spot Radio, top outdoor selling force.

OVER 20 MILLION PORTABLES purchased since 1945 enable outdoor America to make Radio part of any outing on beach, at park or in today's millions of pleasure-craft on the water.

No. 1 Outdoor Advertising Medium

EWING GALLOWAY

BY SPECIAL ATTENTION to tastes and needs of outdoor America, alert Spot Radio programming dominates out-of-home listening. As illustrated above left, many stations send mobile request wagons to pick up listener-requests at beaches and parks. Above, typical beach-scene at Atlantic City where—as at most beaches—portable radios keep advertisers in contact with outdoor crowds.

EWING GALLOWAY

SIX MILLION PLEASURE CRAFT make boating America's top family-participation sport, and provide advertisers with an outdoor audience of millions reached only by Radio. For a day on the water, the portable radio is essential as lunch-basket or fishing gear. To and from the water, much travel is on highways where no poster can be seen. But the car radio enables driver and passengers to read the Spot Radio message "loud and clear" night or day. In-home or out-of-home, America has Radio always at hand.

These major-market stations have standout records for sales to the gigantic audience, both in and out of home, that listens to America's 142,000,000 radio sets.

New York	WABC
Chicago	WLS
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Providence	WPRO
Seattle	KING
Houston	KILT
Cincinnati	WCPO
Kansas City	WHB
Miami	WQAM
New Orleans	WDSU
Portland, Ore.	KGW
Louisville	WKLO
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WJAX
Knoxville	WNOX
Wheeling	WWVA
Nashville	WSM
Binghamton	WNBF
Fresno	KFRE
Wichita	KFH
Tulsa	KRMG
Orlando	WDBO
Savannah	WSAV
Wichita Falls-Amarillo	KWFT-KLYN
Bismarck	KFYR

Represented by

JOHN BLAIR & COMPANY

. . . what a "Business"

card!

So, nighttime radio's dead, is it?

Just take a look at the 94 national, regional and local advertisers who say "it ain't so!"

They're convinced that WBC's "*Program PM*" can, and does, sell like crazy!

We'll admit that lots of people watch TV, but so do *lots* of people *listen* to nighttime radio . . . especially when it's "*Program PM*".

To get their ear, to prove that *No Selling Campaign is Complete Without the WBC Stations*, put "*Program PM*" to work for your product. Call A. W. "Bink" Dannenbaum, Jr., WBC VP-Sales, at MUrray Hill 7-0808 in New York, or your PGW Colonel.

NIGHTTIME ADVERTISERS ON WBC RADIO'S program pm

ALLEN THEATRES · ALLIANCE THEATRES · ANDLERS SALES CO. (LINOLEUM & FLOOR TILE) · BEST MOTORS CO. · BROOKSIDE LABORATORIES, INC. · BUCK LAKE RANCH · BYLER BROTHERS · C & H SHOE STORE · CASTLE HILL FOUNDATION (CONCERTS) · COCA-COLA · COLLINS MOTOR COMPANY · CONRAD & CO. (WOMEN'S APPAREL) · DELAGRANGE FORD SALES · DUQUESNE BEER · EAST OHIO GAS CO. · EAST-WEST END CO. (NASH AUTOMOBILES) · EASTERN CO. (RCA RECORDS) · B & J EDSEL, INC. · ELDORA SPEEDWAY · EMBASSY THEATRE · EXETER THEATRE (MOTION PICTURE) · J. M. FIELDS DEPT. STORE · FILENE'S DEPARTMENT STORE · FORT WAYNE ENTERPRISES · FORT WAYNE NATIONAL BANK · FT. WAYNE FOOD DISTRIBUTORS · FULTON THEATRE · GERBER FURNITURE CO. · GERBER HAUS MOTOR MOTEL · GIANT TIGER MARKETS · GILCHRIST'S DEPT. STORE · GORAL PLYMOUTH, INC. · GROVER CRONIN DEPT. STORE · GUY PHILLIPS (BOOK) · HANDCHUMACHER MEAT CO. · HIPPODROME THEATRE · HOLMES MEN'S STORES · JAY'S, INC. (WOMEN'S APPAREL) · JOSEPH PALAIS, INC. (RUGS) · JORDAN MARSH (DEPT. STORE) · KENMORE THEATRE (MOTION PICTURE) · KEYSTONE CAMERAS · KRUEGER BREWING COMPANY · LOEWS, INC. (MOTION PICTURE) · J. D. LYON (GARDEN SUPPLIES) · MAIL LINE DISTRIBUTORS · MAUMEE FURNITURE COMPANY · MAY SAND & GRAVEL CO. · McKINLEY SALES CO. · MEIER & FRANK (DEPT. STORE) · MELLON NATIONAL BANK & TRUST CO. · MERCURY DEALERS · NEW ENGLAND CONFECTIONERY CO. · NIAGARA CO. OF FT. WAYNE · NORTHWEST AIRLINES · NORTHWEST SPORTS

OASIS CIGARETTES · PAINE FURNITURE CO. · PARAMOUNT PICTURES, INC. · PEPSI-COLA · PETRI WINE · POC BEER · QUIMBY THEATRES, INC. · RALPH HOYT CHRYSLER · RAYMONDS DEPT. STORE · REDSTONE DRIVE-IN THEATRE · RICHMOND & GOLDBERG ARCHITECTS · SCHLITZ BREWING CO. · SEARS ROEBUCK · SEAT COVER CHARLIE · SECOND FEDERAL SAVINGS & LOAN CO. · SHELL OIL CO. · JACK SKEELS MOTOR CO. (CHRYSLER-PLYMOUTH) · A. B. SMITH CHEVROLET · SNOW CANNING CO. · SOUDER'S HOME CENTER · SPECK RESTAURANT · SPEEDWRITING INSTITUTE · ED STINN CHEVROLET CO. · SUPER "D" STORES · SURF BALLROOM · TEXACO · THREE RIVERS BEVERAGE · TOWN & COUNTRY FOOD CO. · TRI-STATE BUILDERS · TRI-STATE PROMOTIONS · TRANS WORLD AIRLINES · UNITED ARTISTS PICTURES · UNIVERSAL INTERNATIONAL (MOTION PICTURE) · WARNER BROS. (MOTION PICTURE) · R. H. WHITE'S DEPT. STORE · LUCKY STRIKE—HIT PARADE · POLAR WATER CO. · PRESTONE

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO
BOSTON WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.
MURRAY HILL 7-0808, **NEW YORK**

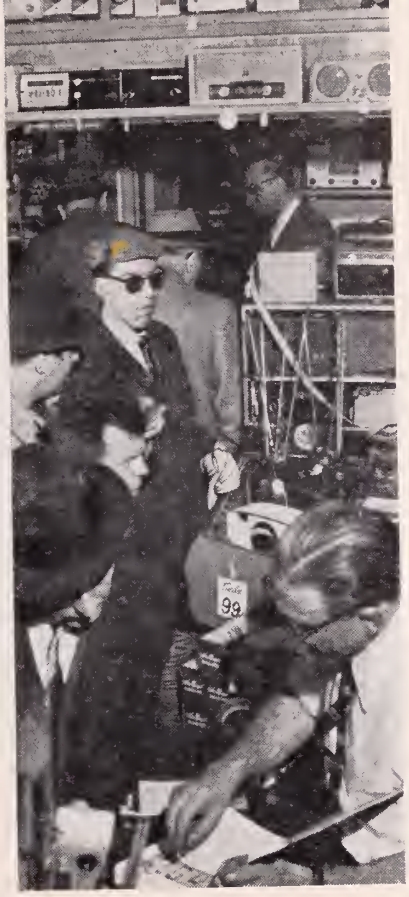
Nothing — but nothing outsells good old radio!

ESPECIALLY IN PHILADELPHIA ON WIP

Where **National sales** are up **94%** and
Local sales are **43%** ahead of **five years** ago!

WIP / **610**
PHILADELPHIA ON YOUR DIAL

Nationally represented by EDWARD PETRY & CO., INC.



Radio-Active

The Upshot of The Upsurge

Any medium important to the people is correspondingly indispensable to the advertiser. That's radio's axiom. That simple corollary is what is turning radio into a billion dollar business.

A positive re-evaluation of radio's service to the public has given even more vitality to the medium. New concepts of listener patterns have proved that radio is the inseparable companion of the American people. The multiple attention factor has been a key. The fact that radio sets are everywhere and that no longer does the entire family huddle around one set in the living room as in the days of "The Fireside Chat" has proved of prime importance to the advertiser. Listening is in the living room, kitchen, bedroom, den, garage. Listening is also in the automobile, at beaches, ball games, in stores and restaurants, in the dentist's office and at work.

Just how much does the public like radio? Radio sets are outselling tv sets 2½ to 1. Radio set sales in 1957 are already 10.2% ahead of 1956. What better proof that radio is filling a public need and want than the 140,000,000 sets in use. (See *David Leads Goliath,* p. 25.)

More than 3,100 AM stations are now on the air. More than 500 FM stations are now on the air. To help

- ***Radio sets are outselling TV sets 2½ to 1 . . .***

- ***Radio set sales in 1957 are already 10.2% ahead of 1956 sales . . .***

satisfy the public's need and want for radio, there are 148 AM and 30 FM stations under construction and applications are pending for 340 more AM and 37 FM stations.

Advertisers are being re-oriented and re-educated to the new patterns of radio. The advertising agencies are re-schooling their executives to radio's power as a sales medium.

Separate and Distinct Medium

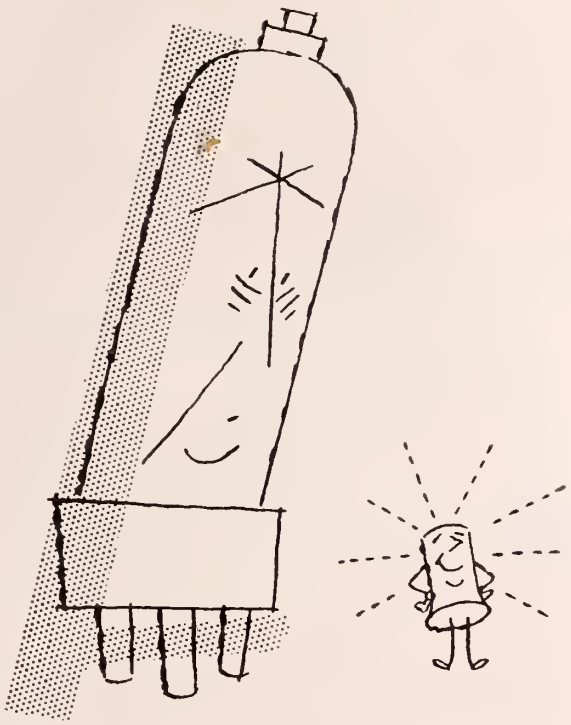
Radio stands as a separate and distinct medium in the budget plans of such big sponsors as Pepsodent, Tetley Tea, Sleep-Eze, Ex-Lax, Beech-Nut, North American Phillips and TWA, among many others.

The word "upsurge" refers to radio as constantly these days as "stupendous" served the movies and "spectacular" served tv programming.

GROSS LOCAL BILLINGS	
1957 Est.	$372,000,000
1956	$352,000,000

More than half of the nation's top advertisers are now radio sponsors as major industries put in more and

(Cont'd on p. 38)



David Leads Goliath

The tiny transistor has surged to the forefront of the giant radio manufacturing industry. With transistors topping shopping lists, nearly 30 million radios have been sold in the last two years—an all-time record.

The biggest thing in the electronics industry today is an object ". . . about the size of a kernel of corn" or ". . . smaller than a pea."

This mighty smidgeon, which has exploded in the midst of the electronics field like a miniature H-bomb, is of course the much-talked-about transistor. Its impact on the radio set manufacturing industry, and by extension on the entire field of radio broadcasting, has been truly phenomenal.

Transistor radios are being snapped up by a clamorous public faster than production lines can turn them out. One manufacturer, Zenith, has hundreds of back orders stacked up, sales manager John Andrus says.

Other manufacturers report a similarly pleasant state of affairs. In 1956 a total of 702,000 transistor sets were sold, according to the authoritative Electronics Industries Association. In the first seven months of 1957, 1,289,400 transistor radios were sold—and the biggest selling months, preceding the gift season, are yet to come.

The tiny, powerful, attractively styled radios have caught the public fancy like no comparable product in a long time. In 1956, according to EIA, 18% of all radios bought were transistors. Thus far in 1957 the figure has shot up to 37%.

The gold-rush aspect of the transistor story is only part of the whole radio set sales picture. The set manufacturers never had it so good. The story, in fact, is making national headlines even in the daily papers. The Associated Press reported recently:

"Nearly 30,000,000 radio receivers have been sold in the past two years, twice the number of television sets sold."

The inferences are obvious. More sets being sold—more sets in use—more listeners—more sales opportunities for radio advertisers.

Design Engineers Set Pace

In their valiant effort to keep up with the demand for sets, the radio manufacturers are tooling production lines for maximum output, and design engineers are working at full throttle on new models and new styling. Virtually every day one manufacturer or another hits the market with a new radio set.

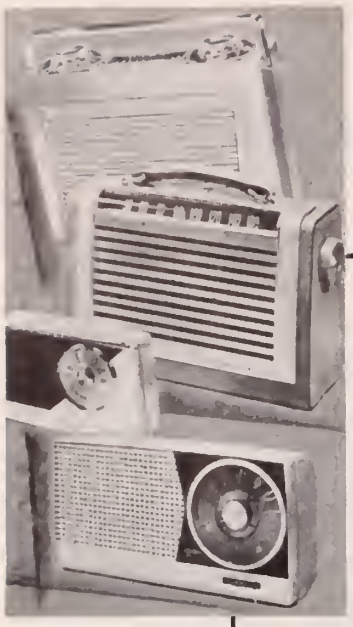
The design engineers, their imagination given free rein, are meeting the challenge with stunningly handsome cabinets and with radios in every conceivable form and combination.

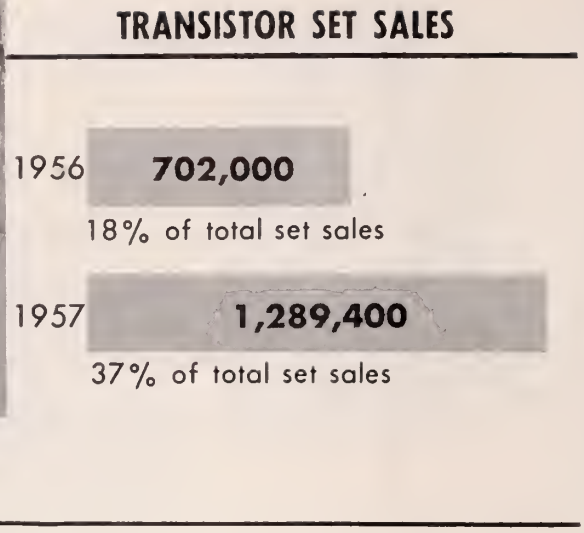
The transistor radio, however, is the glamor boy of the industry and appears likely to remain so. To say that it's the cat's whiskers would be accurate in more ways than one.

Readers past 30 will recall the crystal-set radio of the Twenties, with its "cat's whisker" crystal detector and earphones. The cat's whisker of that era was a simple device for converting an alternating current into a direct current. (The crystal detector was a mechanism used as early as the 1900's for detecting radio signals.)

The first transistor, announced by Bell Laboratories in 1948, went it one better: it had two "cat's whiskers," or wire contacts to the crystal, instead of one. The transistor itself, as used in today's pocket size radio sets, consists simply of a small crystal of germanium metal imbedded in a plastic shell. This shell —the size of a pea or a kernel of corn—and what it contains is an effective substitute for an eight-inch vacuum tube.

Fortunately only the tiniest bit of germanium is needed to make a transistor. The cost of pure germanium is roughly that of an equal amount of raw gold. This is due to the complexity of the refining process — germanium, a basic element once considered worthless, is purified for transistor production until there is no more than one foreign atom to each 100 million germanium atoms. This is crystalized and sliced into small pellets or wafers.





Ticklish Assembling Job

Finally, the tiny transistor parts must be assembled—an arduous process in which many of the operations are done by hand. This part of the job is so delicate that in some plants the girls who assemble transistors take a break every 20 minutes.

For this reason labor costs are high. One firm making transistors budgets labor at about 35% of total costs. Labor is one of the factors that has kept the retail cost of transistor sets from sinking more rapidly. When the first transistors were introduced most prices ranged in the $44-$59 area. Normal competition, however, has already pushed prices down to about $25 for the simplest models, with fancier sets containing up to seven transistors retailing for up to $90.

It's a reasonable assumption that the retail price of transistor radios will be dipping steadily as electronic engineers focus their energies on new processes and new materials. General Electric, for example, is experimenting with silicon carbide as a potential substitute for germanium in transistor crystals. Engineers at RCA, which has been in the forefront of transistor research, have built and demonstrated more than 30 types of experimental transistorized devices since 1952.

No one can say with any certainty what transistor sets are likely to cost in the future, because material and labor costs presumably will remain fairly high. But some industry observers believe that a simple transistor set without any fancy styling may eventually retail for as little as $12 or $15.

At the other end of the scale are the special-purpose sets. Magnavox, for example, recently anounced a pocket-size transistor with a short-wave band capable of picking up transatlantic broadcasts. It will probably retail for about $60. Zenith plans to market in early December, in time for the Christmas trade, an eight-band transistor with short-wave. This set will sell for about $250 but it won't fit into your pocket, unless you have awfully big pockets—it weighs about 10 pounds.

Outmodes Plug-Ins

One transistor manufacturer foresees the day, not too far off, when the plug-in home radio will be a museum piece, supplanted entirely by small, compact pocket transistors. There's sound reasoning behind this crystal balling:

"First," he says, "look at the cost factor. A transistor radio with a cadmium-nickel plated battery is good for some 10,000 hours—that figures out to more than 416 days of *constant* use, or years and years of ordinary use. And then it's rechargeable.

"A long-life dry cell, of a common type that costs $1.50, will power a transistor radio for 400 or 500 hours of constant use."

More significant, in the view of this manufacturer, is the fact that the transistor has enabled the radio set ". . . to break out of jail. The big, bulky cabinet of yesterday was a prison, and the electric cord tying the set down to an outlet was a ball and chain."

"A housewife can put a transistor set on the end of the ironing board while she does the shirts. She can take it into the kitchen with her, or down into the laundry room."

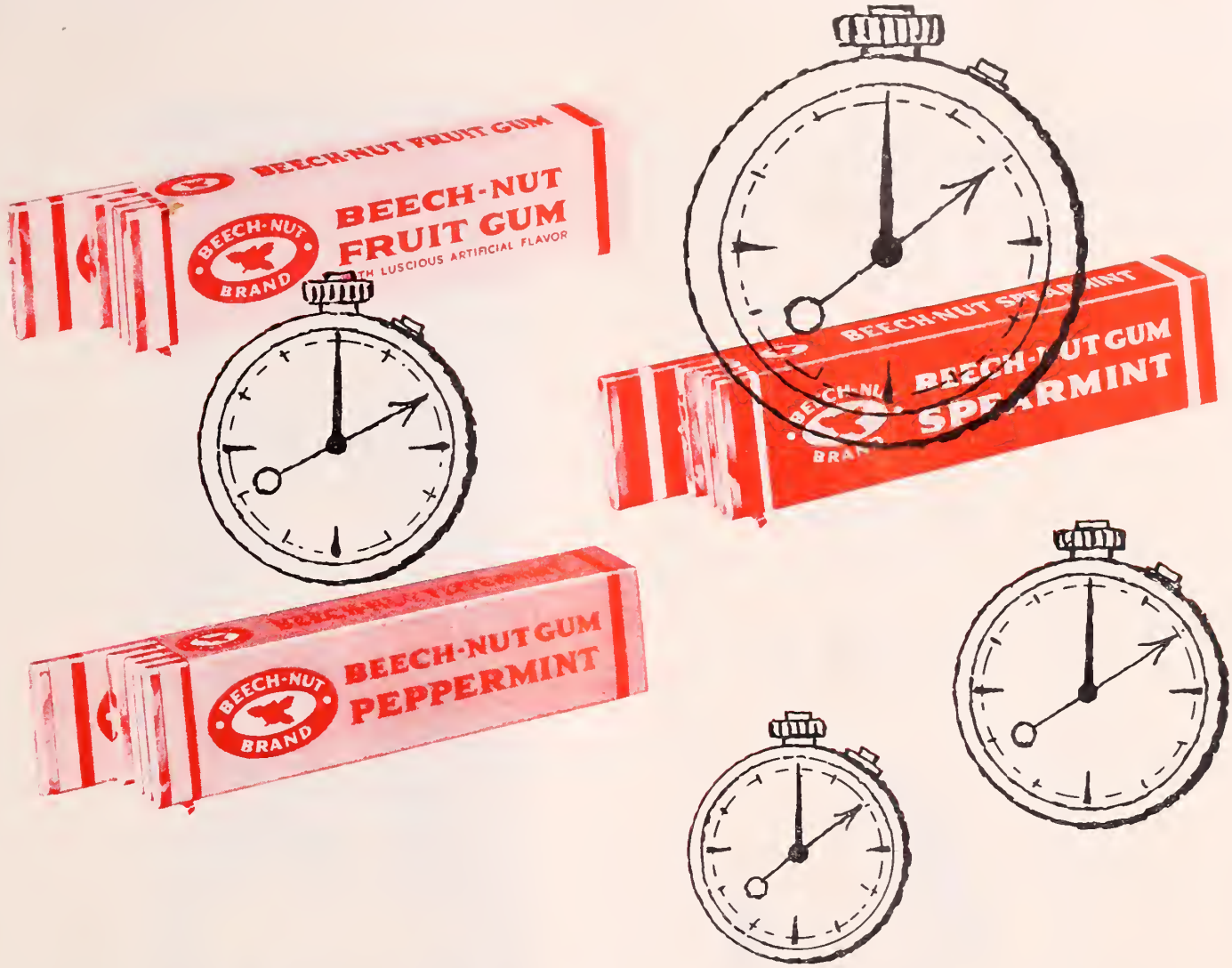
He delicately omitted to mention that, in a wide-awake household supplied with several handy, low-priced transistors, the folks would be spared even the minimal effort of carrying a one-pound radio from one room to another. They'd be all over the place, like ash trays.

"Dick Tracy" Type Coming

The transistor radio's possibilities seem endless. Stand clear of the stampede toward store counters when the "Dick Tracy"-type wristwatch radio hits the market. It's now pre-empted by the Army Signal Corps, but eventually will be released for the consumer market. Then there are automobile transistors—enjoy them while you're driving, take them out of the car and along with you when you get there. One enterprising manufacturer of ladies' handbags has built a transistor right into his product.

The transistor radio, to put it briefly, is a child of its time. America is on the move and so is radio. The transistor makes "inseparable companion" more than just a glib phrase.

Radio today is (with a bow to Nucoa) truly ubiquitous, and thanks to the transistor set it's getting more so every minute. It's enough to make a radio manufacturer—or a radio advertiser—a little giddy. • • •



Beech-Nut Talking More Radio

"...While the Flavor Lasts"

Beech-Nut Life Savers, Inc., for its chewing gum brands, decided in November, 1956, to pour $1,100,000 into 10 second dramatized comedy spots. The radio allocation was out of a total advertising budget of $1,500,000 for the year.

As a tribute from the radio industry, Beech-Nut garnered a coveted Gold Record "Award for Effective Radio Commercials" from Radio Advertising Bureau this month.

Just how effective are these commercials in sales results? Both the advertiser and its agency, Young & Rubicam, Inc., where Vice President Alexander Kroll supervises the account, says it is too early to be specific. "But," says William F. Geeslin, agency account executive, "what greater testimony can you have to our confidence in the campaign than to say we are accelerating our expenditures. Radio's working for us, so we're going to ride it harder."

Although always associated in the minds of consumers as a quality product, Beech-Nut Gum was losing out. The product had suffered from a previous lack of consistency in advertising. It was on the down-grade sales-wise.

Competitors had bigger budgets and had curried considerable consumer favor. The problem was to get the trend reversed as quickly as possible within relative budget limitations.

Tuned to commercials, these special gift packages of gum are sent by Beech-Nut to stations.

You want to stop, Custer?
We're two days to Indian country!
I'm not talking while the flavor lasts.
What are you chewing?
Beech-Nut Gum.
Somebody might get hurt by then!

Beech-Nut and Young & Rubicam decided to look for an opportunity to get dominance in a medium where the competition was not already all powerful. The answer was radio.

Among questions that arose was frequency. Should they try for broader frequency with 10 second spots or get across a harder sell in 20 seconds or one minute with less saturation? They decided on 10 seconds.

"Let's face it," bluntly asks Mr. Geeslin, "where else could we buy such frequency and dominance with a 10 second message with what we had to spend?"

Now in the top 60 markets with real frequency—better than 100 spots a week in some markets—Beech-Nut is keeping the same theme. They are trying 20 second and one minute spots in New York, Chicago, Los Angeles, Detroit and Philadelphia. These are over and above the regularly scheduled 10 second spots in those markets.

"There are absolutely no visual impressions for the radio commercial," emphasizes James D. Parker, advertising manager for Beech-Nut Life Savers, Inc. "The entire campaign theme is radio's exclusively. All discussion about the spots, letters, and even imitators can only be traced back to radio."

Give the order to fire,
General, they're starting
up Bunker Hill!
I'm not talking while the
flavor lasts.
What are you chewing?
Beech-Nut Gum.
We'll be seeing the whites
of their eyes by then.

It all started last year when Bill Backer of Young & Rubicam's Radio Department, working in Barbara Demaray's group, came up with the initial version of "I'm Not Talking While the Flavor Lasts." At his first presentation, the agency and client went overboard. They had a few qualms as to whether the subtle ribbing in the copy would get across and whether spoofing of historical heroes and heroines would rub the public the wrong way.

Any misgivings were assuaged on their very first radio buy of the new campaign, Don McNeill's "Breakfast Club" on ABC. To the tune of three weekly segments of five minutes each, the 10 second spots began to roll on 220 stations. McNeill and his crew liked the spots so much that they build comedy lines around them —a pattern that has been followed by air personalities all over the country.

Top comedians and situation comedies have been using the tag-line with no objection whatsoever from Beech-Nut. Stations report that listeners actually sit down and write in for copies of the commercials.

In Worcester, Mass., according to WAAB, there have been several instances of youngsters being kept after school because they repeated the Beech-Nut Gum spots in class. As an example of a good public relations follow-up, the company addressed letters to the classes asking them to confine the Beech-Nut discussions to outside the schoolroom. The reward for better school deportment was a supply of gum to be enjoyed by all.

WIRE, Indianapolis, wrote its own commercial on a jumbo mailer built around the premise that Cecil B. DeMille's next picture will take longer than "The Ten Commandments, if he's not talking while the flavor lasts."

Advertisers of non-competitive products have used the theme in newspaper ads. A paint store ran the headline: "We're not talking while the paint job lasts."

Mrs. Washington...ya better
tell George to stop that
chopping!
I'm not talking while the
flavor lasts.
What are you chewing?
Beech-Nut Gum.
George could cut a whole
tree down by then.

Heartwarming to Beech-Nut Life Savers' executives are the write-ins the company has received directly from the public. Completely unsolicited, there has been a flood of scribbled postal cards, neatly typed letters, and even telegrams saying how much the commercials are appreciated.

Gordon C. Young, company vice president, and James D. Parker, advertising manager, agree that the proof of purchase is in the letters themselves which are addressed to Canajoharie, New York, headquarters of the firm which appears in relatively small print on the gum wrappers and packages.

These letters suggest other characters for skits, ranging from Adam and Eve to John Dillinger. One correspondent even thought a good commercial could be built around Hitler.

From a housewife in Compton, California: (with two gum wrappers attached)

"We're a family of five radio-conscious individuals who appreciate good, clever, entertaining, truthful commercials. We've taken such a fancy to your little 'spots' we've switched to Beech-Nut."

From the secretary of a bank advertising manager:

"May I say that I have heard your gum mentioned constantly since these ads started. I have overheard many people asking their friends whether they have heard the ads. If they have, there is much comment between them. If one person has not heard them, they are explained."

Ad Manager Parker says that some of the letters have asked in what year Beech-Nut began manufacturing gum if Custer, Washington and Columbus chewed it.

A listener wrote to Station WSM, Nashville:

"I have just found out the real reason Dave Beck would not talk before the Senate Investigating Committee. He said, 'I'm not talking while the flavor lasts'."

Priscilla, Miles Standish
says will you marry him?
I'm not talking while the
flavor lasts.
What are you chewing?
Beech-Nut Gum.
I might speak for myself by
then.

With new customers being added daily, Beech-Nut is taking the wraps off some snappy, new streamlined wrappers and packages for all of its gum products. Each flavor has its own color and the Beech-Nut brand oval logo precedes the brand and flavor description. The new packages are pictured at the beginning of this article.

Some thought is being given to the possibility of playing up individual flavors in the radio commercials. To date, they've been selling Beech-Nut Gum in general, and letting the customers decide on favorite flavors, in particular.

Whatever the future of Beech-Nut in radio . . . it would be a good bet that this year's $1,100,000 budget is just a start. • • •

Mrs. James, when you gonna
give young Jesse
an allowance?
I'm not talking while the
flavor lasts.
What are you chewing?
Beech-Nut Gum.
Young Jesse might go to a
bank by then.

the shoestring sell:

Wedgwood

The firm of Wedgwood is a small advertiser which cannot afford the luxury of media experimentation. It has $75,000 allocated for its entire advertising budget. Of this, $20,000 has been put into radio, which makes Wedgwood the first in the fine china field to use the medium. All programming is beamed at high-brow lovers of classical music. Wedgwood believes fine music and fine china go hand in hand.

Hensleigh Wedgwood, president, Josiah Wedgwood & Sons, Inc., became a sponsor on WQXR in 1955. Completely satisfied with the pinpointed results radio brought in New York, Mr. Wedgwood now uses radio in six other major cities to determine if it will become a major medium in Wedgwood's future advertising plans.

New Morning Schedules

To find out, he has spent $20,000 on the following 13-week across-the-board morning schedule on good music stations which began September 16:

WQXR, New York	Breakfast Symphony	8:00-8:30
WCRB, Boston	Commuters' Concert	8:15-8:30
WASH-FM, Washington	Morning Concert	7:15-8:00
WGKA, Atlanta	Coffee Concert	7:45-8:00
WEAW-FM, Chicago	Coffee Concert	8:00-8:15
KIXL, Dallas	KIXL Music	9:00-9:15
KDFC-FM, S. Francisco	Morning Concert	8:00-8:15

At present, 19 stores tie in with the broadcasts and more retailers are expected to participate as the campaign gains momentum.

The closing commercial cites the store or stores which carry the firm's china line in each station's particular marketing area:

Participating department stores are taking a close look at this use of radio. They say: "If it works for Wedgwood, it could work for us."

The stores currently involved are:

B. Altman & Company	New York, N. Y.
R. H. Stearn's	Boston, Mass.
Shreve, Crump & Low	" "
Cooley's	" "
Julius Garfinckel and Company	Washington, D. C.
Rich's	Atlanta, Georgia
Davison Paxon	" "
Maier & Berkel	" "
Claude S. Bennett	" "
Charles Willis Associates	" "

Airs Its Wares

Seven City Spread in Test Buy of Highbrow Music

With Heavy Department Store Participation

Marshall Field	Chicago, Illinois		
Neiman Marcus	Dallas, Texas		
Gump's	San Francisco, Cal.		
The White House	"	"	"
Brown's	"	"	"
Rorke's	"	"	"
John Breuner Company	"	"	"
W. R. Burke Company	"	"	"

In Washington, D. C., the store is Julius Garfinckel and Company, a high fashion operation with accent on quality. Garfinckel, a long-time newspaper advertiser — and a heavy one — has never used radio before. Luli Eastment of the store's advertising department notes, however, that the progress of Wedgwood's radio campaign will be watched with great interest. She adds that the classical music format is an ideal advertising vehicle for a product of Wedgwood's reputation.

Roy H. Holmes, national sales manager, Good Music Broadcasters, Inc., has the utmost confidence in the successful outcome of the Wedgwood buy.

"This is what the Good Music stations have been doing best right along," he says. "We focus the sales pitch to the real buying audience — the people who have the money to go out and buy."

First Venture Cautious

Wedgwood's first venture into radio was a cautious one. In September, 1955, Wedgwood began its "Breakfast Symphony" on WQXR, for a year.

Mr. Wedgwood delivers an informal, topical talk each morning which established him as an air personality. He gives his personal attention to his own commercials which he writes and tapes himself.

Annie Reese (Mrs. Hensleigh

Wedgwood

Wedgwood), advertising and promotion director for the company, told U. S. RADIO: "For years we have taken four-color magazine spreads, but no one ever talked about them. They were just taken for granted. When Mr. Wedgwood went on radio, quick recognition followed and upon meeting him: 'Oh, you're the Mr. Wedgwood who is on radio every morning.'

"Once when we were in Europe someone mentioned it and the same thing happened in California. And at the time, he was just heard in New York. Our stock even went up with the neighborhood grocer."

Showroom Traffic Results

At the close of the program, listeners are given a soft sell invitation to visit the Wedgwood showroom, there to view patterns and receive sales information.

The showroom invitation is what pinpointed results. The only advertising of it to the public was on radio. The showroom is on the second floor of an East 54th Street building which has no indication on the outside that it harbors a showroom.

"When the radio announcements began," says Miss Reese, "people didn't rush over immediately. It took hold after about three weeks time when we started having about 30 to 40 people a day visit the showroom and mention the radio broadcasts. More than that, they turned out to be active customers who bought."

After Wedgwood temporarily discontinued its 52-week campaign on WQXR to evaluate the results, there was a lingering influence for a few months with people still turning up at the showroom. Then there was a sharp drop in showroom traffic.

This convinced Wedgwood that radio has an enormous potential as a sales medium for its product. The firm's advertising agency, St. Georges & Keyes, Inc., agreed. Marshall Murphy, account executive, is very enthusiastic about the new radio schedule. He says: "If it goes the way it did in New York, it can't miss. We are also getting a lot of merchandising cooperation from the stations in the way of counter cards and mailers."

Wedgwood Style

In his second, vastly expanded venture into radio, Mr. Wedgwood still opens the program with his own informal, topical talk.

This is a typical opening commercial which he delivers with a slightly English flavor:

"The firm of Wedgwood has had close ties with America for a very long time. Josiah Wedgwood, described as the world's greatest potter, owed his success to his unremitting and painstaking research in the realms of new techniques, new raw materials and by setting new and better standards of industrial design.

"In 1768, Wedgwood sent a Mr. John Griffiths to America to fetch back samples of a kind of clay called ayoree earth, which the Cherokee Indians were reputed to have used for making pipes. Griffiths left a diary of his journey, which is fascinating reading indeed, since it described in detail the manners and customs of the Indians in the far interior of this country. . . . "

Enthusiastic Support

The Wedgwood executives have just made a cross-country trip to see if fine music and fine china go together in their new radio outlets. "It is too soon to measure results; we do not have the showroom pinpoint we had in New York," states Miss Reese. "All of the stations were most enthusiastic and are giving us all possible support and the participating stores are equally enthusiastic."

If this 13-week schedule passes the test, Wedgwood foresees a rotating plan among major cities. Atlanta, for instance, would run 13 weeks and then the next 13 weeks would be in New Orleans, perhaps, and down the line in that area winding up with a return to Atlanta. This method might be applied to all sections of the country. In any event, it looks pretty certain that more and more of Wedgwood's ad dollars will be going into their specialized use of radio. • • •

Pick a first . . . *any* first

. . . in CLEVELAND you'll find that

WERE holds all the aces!

FIRST IN:

- RATINGS*
- IN-HOME AUDIENCE
- OUT-OF-HOME AUDIENCE
- NATIONAL ADVERTISERS
- LOCAL ADVERTISERS
- DAYTIME 5-A-WEEK PROGRAMS
- EVENING 5-A-WEEK PROGRAMS
- SATURDAY AND SUNDAY TOP FIFTEEN SHOWS, TOTAL AUDIENCE
- MERCHANDISING
- PERSONALITIES
- ENTERTAINMENT
- COMMUNITY SERVICE

*Latest rating — **PULSE:** in the 72 quarter hours daily, **WERE** is first 55 times; 2nd 14 times and 3rd only three times.

Strongest hand in **HOOPER** and **NIELSEN,** too.

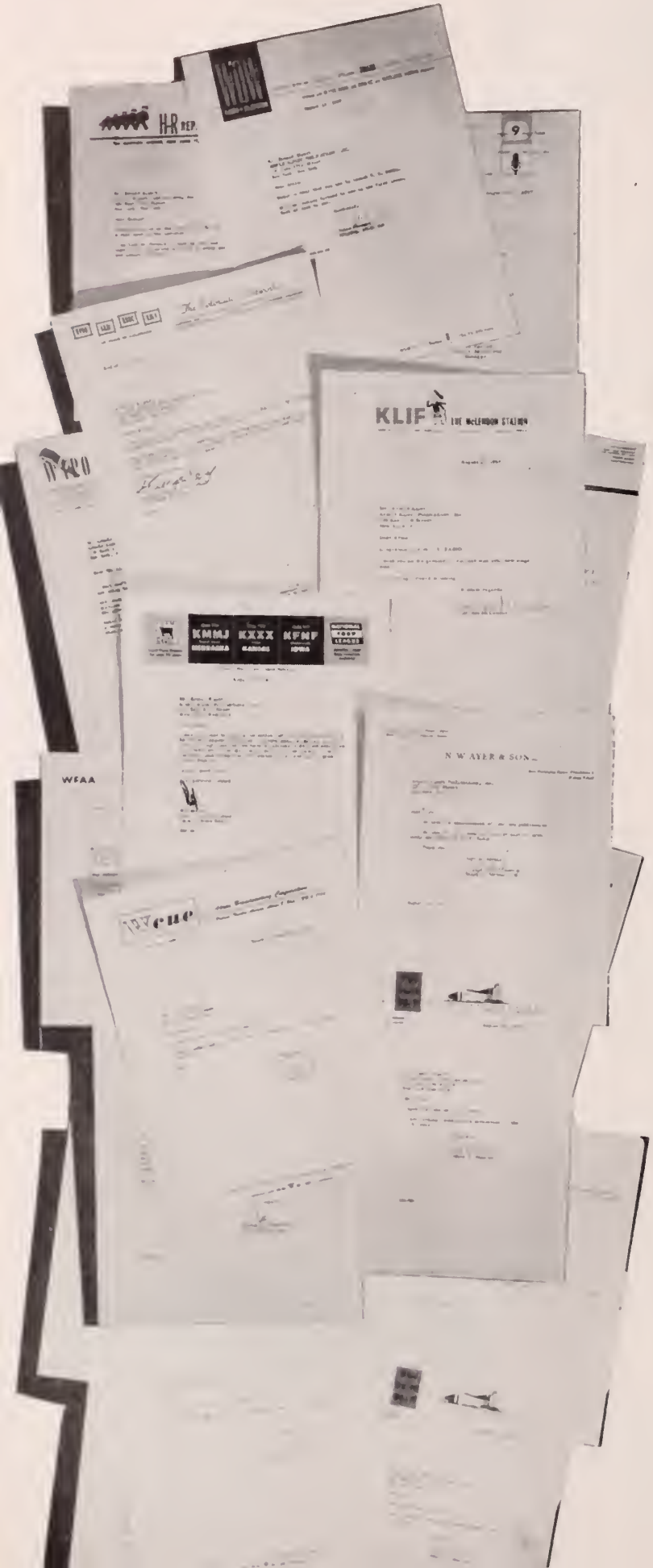
WERE

BUY **WERE** AND SELL CLEVELAND

RICHARD M. KLAUS, Vice President and General Manager

Represented nationally by Venard, Rintoul & McConnell, Inc.

focus on radio



Our Sincere Appreciation
For the Hundreds of Expressions
Of Interest and Encouragement . . .

Happy to hear that you are to launch U. S. RADIO.

Will be looking forward to seeing the first issue. Best of luck.

Bill Wiseman
WOW, Omaha, Nebr.

My sincere congratulations and best wishes.

Our organization is tremendously interested in the success of your publication. You may enter subscriptions to our four stations for the first issue.

George Cory
The Colorado Network

Congratulations on U. S. RADIO!

I wish you all the greatest of success with your new magazine.

I'm looking forward to seeing it.

Gordon McLendon
KLIF, Dallas, Tex.

I was delighted to receive the notice that your first issue of U. S. RADIO will appear in October. Congratulations. I think that it is high time that we have a publication devoted exclusively to radio. I will certainly look forward to the October issue, and expect great things from you.

Lots of good luck!

Bill Martin
KMMJ, Grand Island, Nebr.

We have the announcement of your new publication.

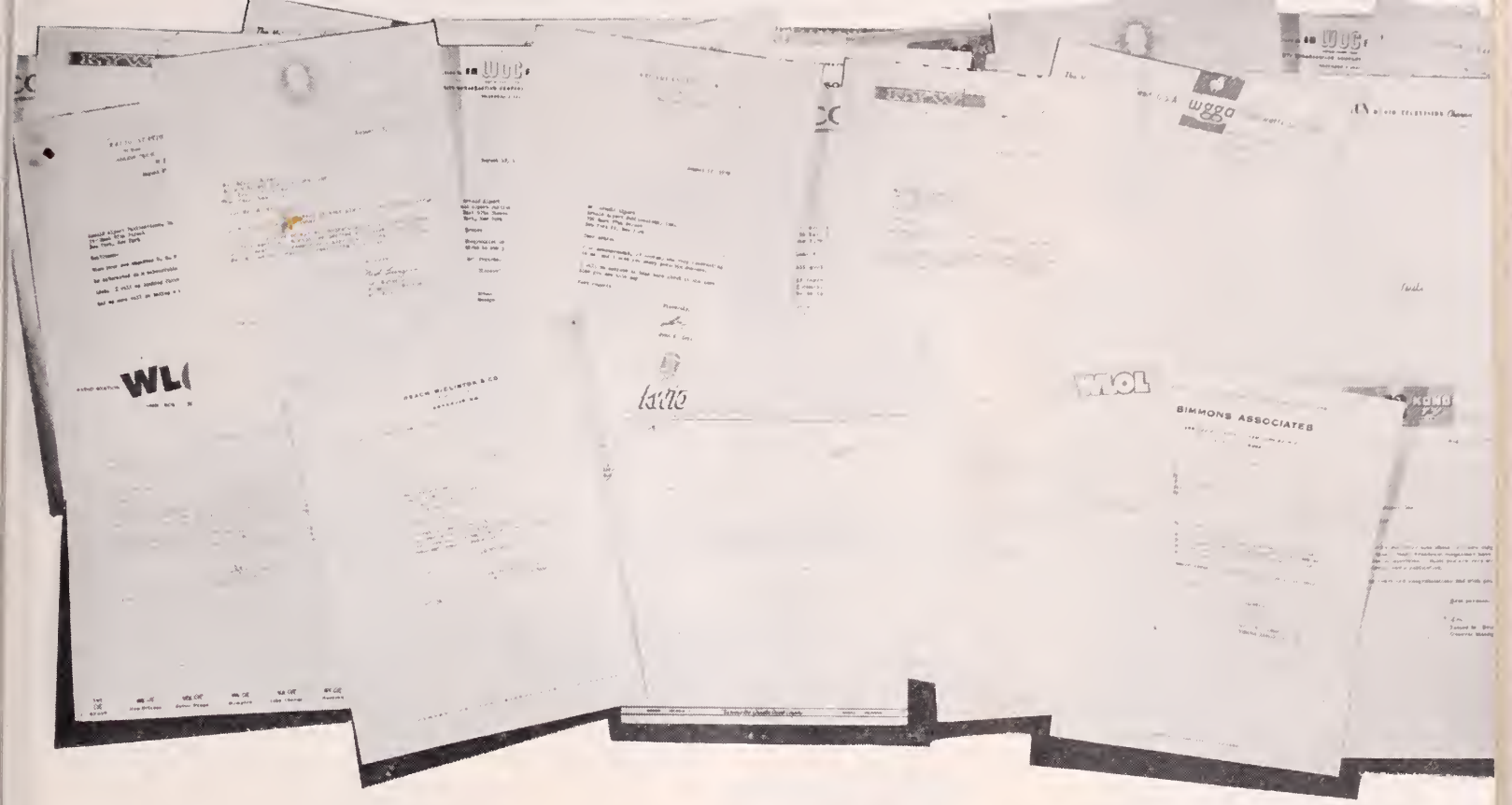
We hope you will keep us fully abreast of developments and plans for U. S. RADIO.

Ralph E. Hartman, Jr.
N. W. Ayer & Son

Congratulations on your venture.

There's undoubtedly a need for an all-radio book.

Tim Elliott
WCUE, Akron, Ohio



Congratulations on the birth of U. S. RADIO. My sincerest wishes for its resounding success! Let's hope that its growth will parallel the resurgent growth of radio itself!

Walter Henry Nelson
Reach, McClinton & Co.

I've just heard of your plans to begin publication of U. S. RADIO in October.

Please accept my congratulations and best wishes in this venture. A magazine devoted exclusively to radio should meet with tremendous acceptance all over the nation. We're looking forward to seeing the first issue.

Ned Burgess
WBT, Charlotte, N. C.

Was delighted to see the release concerning your new magazine, U. S. RADIO.

Needless to say, I agree with your sentiments on radio 100%. Best wishes on your undertaking.

Janet Byers
KYW, Cleveland, Ohio

Congratulations on U. S. RADIO.

We are looking forward with enthusiasm to the first issue.

Edwin K. Wheeler
WWJ, Detroit, Mich.

This letter is written to you, as publisher of the new U. S. RADIO magazine, to express the good wishes of all of us at Grey to you on this new venture.

Certainly, the vitality that the radio industry has shown, despite predictions from all quarters to the contrary (and in spite of rather difficult environment), *deserves* the recognition you are giving it with this new publication.

E. L. Deckinger,
Grey Advertising Agency

With the wonderful resurgence of radio today, I am sure that your new publication will be most timely, and fill a very important niche in the promotion of radio as an advertising medium.

My best wishes for the fullest measure of success.

Walter J. Rothschild
Lee Broadcasting, Inc.

"Congratulations upon your courage in launching of U. S. RADIO.

"In concentrating on the story of Radio today, you have selected a vital medium which has served America for nearly three decades."

John C. Doerfer
Chairman
Federal Communications Commission

"My best wishes and those of NARTB to U. S. RADIO. Our industry is a dynamic and growing one, as is the press which chronicles our achievements. I wish all good luck to U. S. RADIO in its job of reporting the exciting story of this wonderful medium."

Harold E. Fellows
President
National Association of Radio and Television Broadcasters

"It is full recognition, indeed, of network radio's comeback during the past year that a new publication, devoted exclusively to the pioneering broadcasting medium, will soon be with us. We at NBC look expectantly to the first issue of U. S. RADIO and wish you many successful anniversaries to come in your new venture."

Robert W. Sarnoff
President
National Broadcasting Company

"The launching of U. S. RADIO is a most significant event. It comes at a time when the prospect for the future of the industry was never brighter. ABN, which is also launching a project — many new 'live' musical programs — extends to U. S. RADIO its best wishes for a successful future in its exclusive coverage of the radio medium."

Robert E. Eastman
President
American Broadcasting Network

"I am happy to join in welcoming a new publication dedicated solely to the field of radio broadcasting. Radio has proved it occupies a real niche in the American way of life. U. S. RADIO we know will provide what we in radio are always needing — a publication devoted to reporting, in full detail, the impact of radio on American life."

Poul Roberts
President
Mutual Broadcasting System

"As you probably know, the activities of John Blair & Company are devoted exclusively to Spot Radio. So naturally we approve the announced objective of devoting your new magazine exclusively to the radio field. To U. S. RADIO, our sincere wishes for a full measure of success."

John Blair
President
John Blair & Co.

"The launching of U. S. RADIO should be welcomed as a solid tribute to our amazing radio broadcast industry. May you realize fully the tremendous opportunity that is yours to chronicle the relentless advancement of our dynamic medium."

John F. Meagher
Vice President For Radio
National Association of Radio and Television Broadcasters

"The courage shown by you in publishing a magazine devoted exclusively to Radio, one of the greatest mediums of communications we have ever known, is highly commendable.

"Please accept on behalf of myself and every member firm of SRA sincere best wishes for outstanding success."

Lorry Webb
Managing Director
Station Representatives Association, Inc.

"Radio is a medium with many values which can be employed to advantage in advertising strategies. However, the opportunities available can be missed unless radio is used with great care, because it is different from the structure in the pre-television era."

Arthur S. Pardoll
Media Group Director
Foote, Cone & Belding

"It is a pleasure to add our sincere wishes for success to you in your new venture. If the stated purpose and scope of U. S. RADIO are realized, we are confident a real service to the radio industry will have been rendered. Please accept our heartiest encouragement."

"Radio or 'Wireless' is a fascinating business —

John J. Tormey
Director of Radio Sales
Avery-Knodel, Inc.

"Publishing a magazine devoted exclusively to radio cannot fail to be fascinating.

"It is high time someone saw the light and is doing something for this industry.

"Congratulations and loads of luck with U. S. RADIO."

Robert H. Bolling
The Bolling Company, Inc.

"It gives me great pleasure to congratulate you on the birth of U.S. RADIO. The radio industry has long needed a publication devoted to its interests and championing its causes. And your timing could not be more auspicious, coinciding as it does with radio's great resurgence. I predict a great future for both!"

Frank M. Headley
President
H-R Representatives, Inc.

"Regarding U.S. RADIO, I know that it will be a great success and I wish for you all of the best. Let me congratulate you on a fine new idea."

R. W. Rounsaville
Rounsaville Radio Stations

FIRST in News..

FIRST in Coverage..

FIRST on the Dial..

FIRST in America's

FASTEST GROWING MARKET

KFMB RADIO

540 KC
5000 WATTS

Represented by
PETRY
Wrather-Alvarez Broadcasting Inc.

St. San Diego

more of their money where America's loyal ear is.

Network officials now say that earlier estimates of an expected 6% increase over last year were understated. Projection of first-quarter totals of announced network billings indicate a greater increase.

It is assured that there will be at least a 15% increase in spot radio sales. Larry Webb, Station Representatives Association managing director, says: "Without any question, national spot radio is running far ahead of any other median in its percentage of increase over previous periods. Advertisers and their agencies, as well as station management and their representative firms, are due a tremendous amount of credit for having found new ways to use one of the most versatile and powerful sales weapons of all advertising media."

Radio Advertising Bureau, meanwhile, estimates a 6% gain in gross local billings for 1957 with $372,000,000 estimated against the 1956 figure of $352,000,000.

The gains in network, spot and local business assure radio of its biggest year ever.

Nighttime Radio

A big factor in radio's immediate future hangs on a growing awareness by advertisers of nighttime radio. As business overflows the "traffic" hours, more and more potential sponsors investigate the nighttime audience. Industry statistics reveal an average nighttime audience that equals the circulation of *Life* Magazine. Advertisers are finding out that they can reach almost as big an audience as daytime at lower rates. There is more family listening and more men in the audience with leisure listening time.

Advertisers are also re-discovering the 9 a.m.-4:30 p.m. audience which offers a steady, faithful adult listenership consisting mostly of housewives.

With the rise in agency and advertiser interest, major advertisers continue to gravitate toward radio sponsorship. Many of the big-money advertisers have rejoined the medium this year on all fronts.

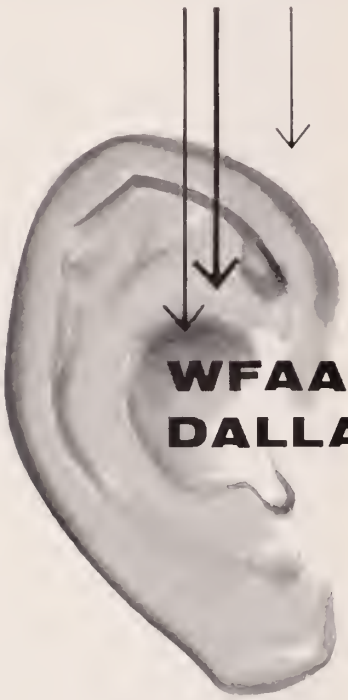
Networks are boasting of big sales such as CBS's "Ford Road Show" and Procter & Gamble's return to radio via NBC after a two-year hiatus from major buying in the medium. Mutual has General Foods' Jell-O and Kraft Foods in on news extensively. ABN has added new advertisers such as Doan's pills, Charles Pfizer, and the Sandura Company. New sales methods and new programming methods are credited with these results. (See *Reports from Network*, p. 56.)

A Public Trust

The listening public, however, does not know or care much about whether the commercial that brings the programming they enjoy is local, spot or network. The public does not care that radio is becoming a billion dollar business. The public is only interested that a flick of the dial will provide the kind of entertainment it wants.

National surveys continually un-

(Cont'd on p. 40)



WFAA-820*
DALLAS *IS THE "MOST LISTENED-TO" STATION IN THE ENTIRE STATE OF TEXAS!*

. . . And with some 217 radio stations in Texas, that #1 ranking takes on an even greater importance to advertisers. Adjacent Dallas and Tarrant counties comprise the nation's 12th ranking metropolitan market (in terms of retail sales). Add to this WFAA's popularity throughout all North Texas and broad areas of Louisiana, Arkansas, Oklahoma, and you've got the BIGGEST single buy to ever come along. Why not get the complete Nielsen story (as well as market facts and figures) from your PETRYMAN right away?

WFAA
820 • 570
50,000 WATTS 5,000 WATTS
DALLAS
NBC • ABC

A clear channel service of the Dallas Morning News.
Edward Petry & Co.
National Representatives

* shares time with WBAP.

It's a Matter of Reach

when you want to score in the St. Louis market. KMOX Radio reaches farther, penetrates deeper than any other station in the Mid-Mississippi Valley. "The Voice of St. Louis" builds its massive cumulative audience with strong diversified features . . . features never relegated to the role of background accompaniment. Cardinal baseball, college football, college and professional basketball, local personality features, comprehensive news coverage, and award-winning public service features PLUS the CBS Network line-up command attentive listening for both program content and commercial messages. Through diversified programming, KMOX reaches more homes daily than any other two St. Louis stations combined . . . 84.4% of the radio homes in the area in just one week.* When you're looking for scoring power in St. Louis, send in the first team . . . KMOX.

Pulse Cumulative Unduplicated Audience Study, November, 1956

CBS Radio
Represented by CBS Radio Spot Sales

KMOX RADIO
THE VOICE OF ST. LOUIS

decline the public's tremendous confidence in radio. When asked where they would turn to learn immediately the true facts in case of an impending enemy attack, the answer is always overwhelmingly "to radio."

Radio broadcasters have spent countless sums of their own money to safeguard this public trust through the implementation of CONELRAD. Should a direct national war emergency arise, radio, and only radio will be the only functioning medium to disseminate official governmental dispatches to the people.

For both the public and the industry which serves it, the real heyday of radio is only beginning.

Broadcasters themselves may be the most amazed when the full results are tallied for this year. The upshot of the upsurge is that it's a Radio-Active 1957! • • •

WDIA UP 18.7% OVER LAST JULY!

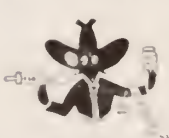
A Message From John Pepper and Bert Ferguson, Owners of Radio Station WDIA, Memphis

Mr. Pepper: Yes, business continues to get better at WDIA, only 50,000 watt station in the Memphis area! Just listen to this—

Mr. Ferguson: We've had an 8% increase in business in the last six months, over the same period last year. A growing 11.1% in the last three months. A big, fat 18.7% increase this July over July, '56! And—'56 was the best year in WDIA history.

Mr. Pepper: It's a fabulous success story, and it all adds up to this: Programming exclusively to the Negro, WDIA combines power, coverage and loyalty as no other medium can . . . to dominate commercial contact with the 1,237,686 Negroes within its radius.

Mr. Ferguson: That's over 10% of the Memphis market . . . nearly one-tenth of the country's total Negro population! And it's a loyal, sales responsive audience . . . that *first listens* to WDIA, *then buys!* And when it buys, it spends an overwhelming 80% of its annual 616 million dollar earnings on consumer goods!



Mr. Pepper: Take it from scores of local and national advertisers . . . WDIA —and WDIA only—sells the Memphis Negro market. WDIA creates high volume sales and profits for over 127 advertisers, more than any other radio station in Memphis.

Mr. Ferguson: The facts and figures speak for themselves. WDIA sells the Memphis Negro as no other medium can. Let us prove WDIA can act as a high-powered sales force for you!

Mr. Pepper: Get your share of this high volume market. Write us today . . . We'll show you how WDIA can deliver the Memphis Negro market to you . . . *as a unit!*

WDIA is represented nationally by

John E. Pearson Company

Commercial Manager, Harold F. Walker

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

*** *U.S. RADIO***

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 22, NEW YORK

"Our greatest challenge . . . the development of men"

Ralph Cordiner, President, General Electric Company

"Few expenditures we can make are more important than those for education. A well-educated person produces more and consumes more, makes wiser decisions at the polls, mounts a stronger defense against aggression, and is better able to perform the grave responsibilities of American citizenship.

"Freedom needs educated people. So do business and industry. I earnestly ask you to support the college or university of your choice in its planning for expansion and a stronger faculty. The returns will be greater than you think."

PUBLIC SERVICE ADVERTISING COUNCIL

If you want more information on the problems faced by higher education, write to: Council For Financial Aid To Education, Inc., 6 E. 45th Street, New York 17, New York

HIGHER EDUCATION KEEP IT BRIGHT

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

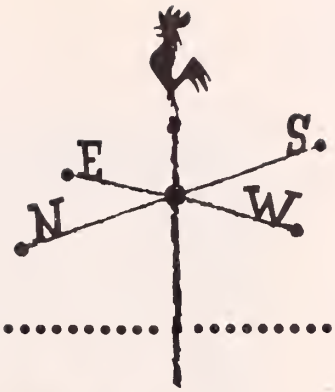
Enter Chicago's charmed circle for sales...WGN-radio

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

Consistent high program quality, at the lowest cost, makes WGN a good buy—your smartest buy today in Chicagoland!

hometown USA

- Local Promotion
- Radio Registers



LOS ANGELES City Councilwoman Rosalind Wyman presents commendation to KLAC president M. W. Hall, whose station has raised more than $250,000 for charity during the past six years.

Local Promotion: Civics or Gimmicks?

Plenty of Ingenuity, Ideas

And Follow-through,

U.S. RADIO Survey Shows

KXOK's MONKEY and organ grinder pass out souvenir records to passer-by on St. Louis street.

Station promotion managers — whether they prefer civics or gimmicks — are mirroring the vitality and ingenuity of local radio today. And in local radio today, both methods are getting results.

Radio stations, which have long enjoyed a prime position in community affairs, are combining their promotions more and more with civic projects and community relations programs, according to a U. S. RADIO survey. "A large staff and a king-sized budget are not necessarily required to launch and maintain a year-around station promotion campaign," Dave Partridge, Broadcasters' Promotion Association president and Westinghouse Broadcasting Co. sales promotion manager points out. "Ingenuity, ideas and follow-through are more important."

Special broadcasts of home-town events, regularly scheduled civic forums, and major public service campaigns are typical promotion methods. WJR spoke out recently in full-page Detroit newspaper ads: "It is annoying to many talented and conscientious people in radio

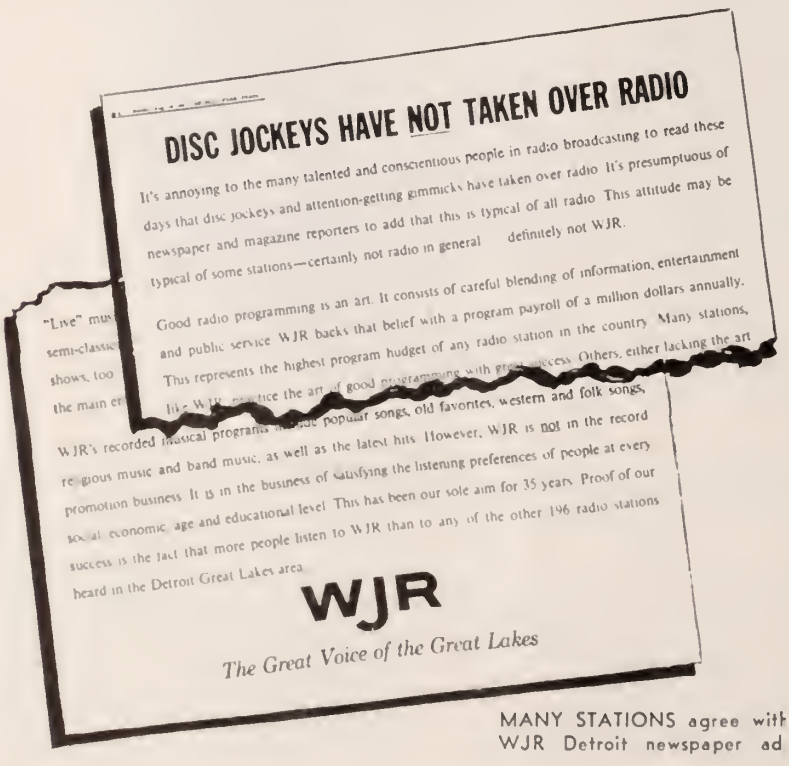
HEAT WAVE contest winner, Mrs. Hubert Croy, receives check for $102 from John Trotter of KAKC, Tulsa. She outguessed 5,000 others on time and date mercury would reach 102 degrees.

"EDWARD R. BURRO" carries listening hints on his back for WEKZ, Monroe, Wisc., publicity.

broadcasting to read these days that disc jockeys and attention-getting gimmicks have taken over radio." Many stations agree. Among the trends revealed by U. S. RADIO's country-wide check was a pattern of local promotion tied in with civic betterment.

Accent on Youth

There is an accent on youth in small as well as big towns, for the youngster of today who buys the records is also the adult of tomorrow who elects the legislators. KGHF, Pueblo, Colo., turns over the entire station to students on "High School Radio Day." The boys and girls sell, write, announce, engineer, and manage the station. The KCKN, Kansas City, Kan., "Youth Speaks" program is one of many forums around the country where high school students discuss teen-age problems. KHEN, Henryetta, Okla., brings local youngsters into the act as disc jockeys and is one of countless stations that sponsor booster clubs supporting high school athletics. WOIC, Columbia, S. C., sponsors a high school choir contest; KMNS in Sioux City, Iowa, lends announcers to the grade school PTA to help promote contests; KGFW, Kearney, Neb., is pushing a school-zone safety campaign and a bond issue for a new high school; KYW, Cleveland, recently raised $3,000 for a station wagon for the Cleveland Society for Crippled Children.



DISC JOCKEYS HAVE NOT TAKEN OVER RADIO

It's annoying to the many talented and conscientious people in radio broadcasting to read these days that disc jockeys and attention-getting gimmicks have taken over radio. It's presumptuous of newspaper and magazine reporters to add that this is typical of all radio. This attitude may be typical of some stations—certainly not radio in general — definitely not WJR.

Good radio programming is an art. It consists of careful blending of information, entertainment and public service. WJR backs that belief with a program payroll of a million dollars annually. This represents the highest program budget of any radio station in the country. Many stations, like WJR, practice the art of good programming with great success. Others, either lacking the art

WJR's recorded musical programs include popular songs, old favorites, western and folk songs, religious music and band music, as well as the latest hits. However, WJR is not in the record promotion business. It is in the business of satisfying the listening preferences of people at every social, economic, age and educational level. This has been our sole aim for 35 years. Proof of our success is the fact that more people listen to WJR than to any of the other 196 radio stations heard in the Detroit Great Lakes area.

WJR

The Great Voice of the Great Lakes

MANY STATIONS agree with WJR Detroit newspaper ad

Men on the Street

When the local citizen can get his opinions aired, that's good promotion as well as good civics. New York's WRCA has reporters roving throughout the city gathering news and views on tape for its Pulse shows. Paragould, Ark., citizens talk about pet peeves and projects over the KORS "Back Fence" every weekday morning. From Kingman, Ariz., (KAAA) to Liberty, N. Y. (WVOS), the "man on the street" can comment on local issues.

Philanthropy is a duty of a community leader, and here local radio has done a big job, raising money for specific emergencies (like the $7,300 collected by WPCT, Putnam, Conn., for flood relief) and general charity drives (like the $250,000 raised by

KLAC, Los Angeles, with six annual Hollywood Bowl Charity Shows).

Everyone Benefits

Promoting the local area as a market is another civic service that stations perform. For example, WESO, Webster-Southbridge, Mass., celebrated its second anniversary by renting all parking meters in both towns and inviting listeners to come downtown and park free. In one of the biggest shopping nights in local history, everyone — merchants, shoppers, and radio — benefited.

And listeners from coast-to-coast have learned to depend on radio for public service features such as traffic news. WNEW has supplied New Yorkers for years with information about conditions on all highways leading to and from the city in regularly scheduled broadcasts. And KFWB will shortly have 135 mobile "Freeway Traffic Reporters" operating in the Los Angeles area. As Cecil F. Clifton, general manager of WAVL, Apollo, Pa., states it: "We major in public service."

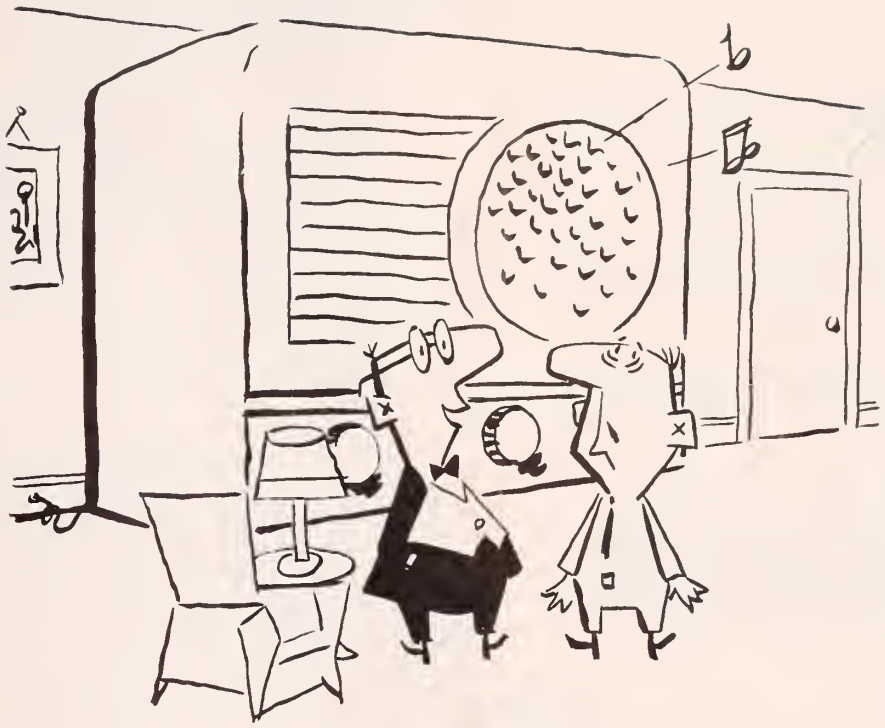
Gimmicks and Stunts

Gimmicks and stunts are a staple of the promotion diet among many stations. Quizzes, contests, beauty pageants, free offers and various species of animals are currently used by local radio throughout the country.

Stations select "Miss Bronze Beauty" (WOIC, Columbia, S. C.) and "Miss Colorado" (KGHF, Pueblo. She became "Miss America 1957"). "Easter Egg Hunts" are annual events from Maine (WFAU, Augusta) to Oregon (KORE, Eugene). Young women dressed only in their messages say "All I have on is KBHS" in Hot Springs, Ark., and "All I have on is WNOE" in New Orleans, La. In Metropolis, Ill., they hunt for the WMOK $200 Mystery Tune; in New York for the WRCA "finders-keepers" $1,000 bill; in Woonsocket, R. I., for the WNRI Thanksgiving turkey.

WBKH, Hattiesburg, Miss., broadcasts Lucky House Numbers 10 times a day with a jackpot up to $1,000.

Local promotion—whether in the interest of general welfare or just general fun — has caught the eye, and subsequently the ear, of the general public. The basic ingredients are "ingenuity, ideas and follow through." • • •



"Of course. Radio has grown."

National Representatives The John E. Pearson Co.

Lucky Strike is buying

program

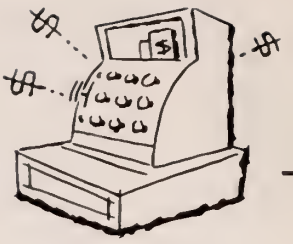
pm

the sound difference in nighttime radio

Let Program PM make a sound difference in your sales. Call A.W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE BROADCASTING COMPANY, INC.

radio registers



Appliance Store

Manly's, local B. F. Goodrich store, used R.O.S. schedule of 25 announcements per day for nine days over KMHT, Marshall, Texas. Purpose to overcome general tv sales slump. Copy all ad lib with exception of taped jingle intros. Total campaign cost $375 — half the cost of previous newspaper campaigns. Result: Radio moved $8,600 worth of tv sets. Manly's immediately contracted for another similar campaign on KMHT built around New Year's party theme.

Drive-In Theater

Boulevard Drive-In Theater decided on three-day campaign over KCKN, Kansas City, Kansas. Tag line one night to regular spot announcing names of current movies was that any driver would be admitted free that night who said he "heard it on KCKN." Result: 233 automobiles responded to the commercials. Boulevard Drive-In now regular advertiser on KCKN.

Drive-In Restaurant

Wil-Mar Drive-In Barbecue ran package of 45 spots in one week offering special on sandwiches over WEGO, Concord, N. C. Although thought to be equipped to handle large volume, Wil-Mar reported "completely and hopelessly swamped" with customers. Final result: Business up 200% during week. Same package ran following week over WEGO. Tremendous success repeated. Wil-Mar now regular advertiser on weekly basis.

Grocery Store

Stroud's Grocery bought three spots on afternoon Robins Nest show over KGOS, Torrington, Wyoming. Had 480 bushels of peaches to sell. Stroud's is off main highway with very little walk-in trade. KGOS ran only two spots before Stroud's called to ask that last announcement be cancelled. Entire stock had been sold in 2 hours and 15 minutes. Stroud's had been using newspaper advertising with little success. Now is regular advertiser on KGOS, and business is on increase.

Omaha's Number 1 Fulltime Independent Station

"My Mommie Listens to KOIL"

"Our Miss KOIL"

The Station Most Omaha-Council Bluffs Mommies Listen To!

Avery-Knodel Rep.

TO MEET HEAD ON
A NEED THAT EXISTS
IN THE RADIO FIELD
TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT
U.S. RADIO
50 WEST 57th STREET
NEW YORK 22, NEW YORK

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO
Radio Boston WCOP
Radio Chicago WJJD
Radio Memphis WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

report from RAB

National Advertisers Speak up at NRAC

Radio success stories were one of the features of the third annual National Radio Advertising Clinic of the RAB held in New York, October 8-9. Representatives of national advertisers told the Clinic why they had chosen radio and why they were sticking with it.

"With almost 100 million radio sets in homes and almost 40 million radios in automobiles, we certainly have the opportunity of reaching practically every potential customer in the United States with our advertising messages," said R. W. Testement, advertising manager of Grove Laboratories. "This year our campaign on Bromo-Quinine is 100% radio.

"We can't lose sight of the fact," Mr. Testement continued, "that we have an opportunity to reach 92% of all U.S. radio homes every week. In that average home the radio is tuned in 2 hours and 14 minutes per average day, and much of the listening occurs just before the customer goes into a store to shop."

"The real reason we (advertisers) switch our affections," revealed Albert Brown of Best Foods, "is that from time to time one medium or another does an outstanding job of overhauling itself, of adjusting itself to the changing times and offering the advertiser new and better values." He went on to say that the size of radio's audience "is greatly under-rated" by the rating services. "To be sure, the slide rule boys are making an effort to measure out-of-home listening, but in my opinion many millions are being missed."

Milton Wolff, advertising manager of the No-Cal Corp., disclosed that "radio is the spearhead and backbone of all campaigns for No-Cal." Since 1952, when No-Cal decided that "women were our targets and that they used radio extensively in their chores around the house" and that "a new product had an educational job to do," No-Cal has "turned to the airwaves."

Anheuser-Busch's director of advertising declared that "the public's reaction—and enthusiasm—for these non-irritation commercials has been most gratifying. But equally important to us," R. E. Krings went on to say, "is the fact that Budweiser has proved that radio commercials can be pleasant listening and hard-selling at the same time."

"Spot radio," said Henry G. Riegner, TWA's assistant general advertising manager, "is the most personal, the most direct, the most intimate way of asking the customer for the business." When TWA first experimented with spot radio, according to Riegner, it decided that "if radio could cure a critical problem in two weeks it seemed logical

(Cont'd on p. 50)

RAB Awards for Eight Most Effective Radio Commercials

National judging panel selected eight radio commercials as most effective of year. Sponsors and their advertising agencies received gold-plated transcription on mahogany base. The winners and their agencies were:

Commercial	Agency
Beech-Nut Gum	Young & Rubicam, Inc.
Dodge Automobile	Grant Advertising, Inc.
Marlboro Cigarettes	Leo Burnett Co., Inc.
Budweiser Beer	D'Arcy Advertising Co.
Ford Automobile	J. Walter Thompson Co.
Texaco Gasoline	Cunningham & Walsh, Inc.
Pepsodent Toothpaste	Foote, Cone & Belding
Winston Cigarettes	William Esty Co., Inc.

WXYZ Radio IS Detroit

AND DETROIT IS WXYZ! What makes it so? Simply this: WXYZ personalities are out with the people of Detroit—in mobile studios at busy intersections, at permanent booths in shopping centers and all kinds of special-event remotes.

During the years Detroit and WXYZ grow even closer, reflecting each other's tastes and preferences. Combine famous WXYZ local personalities with the American Broadcasting Network's new LIVE-FUN broadcasting and you have more reason than ever for WXYZ's solid leadership in the Detroit market!

LIVELY WXYZ Radio 1270

Detroit's Personality Station

American Broadcasting Network

Represented Nationally by John Blair & Co.

If you're serious about selling your product (if you're not, send your name to Ripley) you don't just say it's homecoming and see who shows up. You send your clarion call where it'll be heard. In Central Ohio that's WBNS Radio, rated first by Pulse 315 out of 360 quarter hours, 6 a.m. to midnight, Monday through Friday. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

THE ORIGINAL "MY MOMMIE" GIRL SAYS:

"MY MOMMIE LISTENS TO KXOL"

AND, NO WONDER, with PERSONALITIES LIKE THESE

BOB BRUTON
Midnite-6:00 AM

JIM TUCKER
6:00 AM-9:00 AM and 12 Noon-3:00 PM

BOB MITCHELL
9:00 AM-12 Noon

BILL ENIS
3:00 PM-6:00 PM

BILL NOBLE
6:00 PM-9:00 PM

JOHNNY LAN
9:00 PM-12 Midnite

News Editor, BILL HIGHTOWER

Newsmen
BRUCE NEAL ROY EATON BOB SHAEFER

CONGRATULATIONS TO "U. S. RADIO"

KXOL
FORT WORTH, TEXAS
1360 kc — 5,000 watts day, 1,000 watts night
SOLD IN COMBINATION WITH WRR, DALLAS
ASK YOUR AVERY-KNODEL MAN
24 HOURS A DAY 7 DAYS A WEEK

HOME OF THE "BIG TEN"

RAB (Cont'd)

that it could do us some good 12 months around the calendar. Particularly in our major competitive areas where we go in all directions . . . around the seasons."

The ability of radio personalities to sell products was also discussed at the RAB Clinic. "We chose radio, too," No-Cal's Wolff pointed out, "because of its low cost per thousand and the belief that participation in radio personality shows could give it (No-Cal) the greatest initial impact to help move it off the dealers' shelves. The idea of using the radio biggies," he added, "was an immediate success. The audiences of these radio personalities were easily convinced by their idols and took their suggestions about trying No-Cal. With the followers of radio personalities as a consumer nucleus, sales soared."

RAB launches new projects

The Radio Advertising Bureau will launch several projects in the next six months in the realms of market information, sales and audience research, and sales promotion.

The market information studies will concern the Negro market, the farm market, the gasoline and household appliance markets, and the grocery and drug markets. They are designed to cover all currently available statistics on the size and importance of these areas, and will give potential advertisers a clearer picture of the immediacy of radio—and of its ability to deliver the "last word" to prospective customers before a shopping trip.

Complete background information on 90 different national products is being gathered into a booklet for the use of time salesmen, and RAB will include as a companion piece a study of "Eight Points Why You Should Use Radio." The booklets will be of value in preparing for sales calls to manufacturers of merchandise ranging from automobile insurance to phonograph records.

Four package mailings will soon go out to the RAB membership to assist in selling radio to department and men's stores, appliance dealers, and banks. They will contain pamphlets listing promotion ideas, co-op data, reviews of merchandising problems, and success stories. Also, RAB is revising its Co-op Booklet, which will include manufacturers' policies toward co-operative advertising in virtually every significant business in the nation.

RAB has added four account executives to its "Sales Barrage" staff, making a total of 10 who call on advertisers in major markets throughout the country to sell radio as an effective advertising medium. • • •

ATN
AIR TRAILS NETWORK

BUYS

ATN BUYS WVDA

BOSTON, Sept. 24—Radio Station WVDA, Boston, Massachusetts, was bought this week by Air Trails Network, subject to approval by the Federal Communications Commission.

WVDA is a 5,000 watt regional affiliate of the American Broadcasting Network, serving the New England area 24 hours a day.

Air Trails Network operates four radio stations, WKLO Louisville, Kentucky; WING Dayton, Ohio; WCOL Columbus, Ohio, and WIZE Springfield, Ohio.

BECAUSE

RADIO SELLS

ATN CURRENTLY SERVING AND SELLING

WKLO LOUISVILLE KY. | WING DAYTON OHIO | WCOL COLUMBUS OHIO | WIZE SPRINGFIELD OHIO

NEXT WVDA Boston, Mass., With FCC Approval

H-R REPRESENTATIVES
for WING • WCOL • WIZE

JOHN BLAIR & CO.
for WKLO

THE MOST
LISTENED TO
STATION IN
EAST TEXAS

KTRE radio

1420 kc
1000 watts fulltime

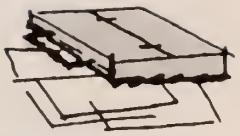
• • •

Richman Lewin
V P & General Manager

National Rep:
Vernard, Rintoul & McConnell

Regional Rep:
Clyde Melville, Dallas

report from representatives



Adam Young Examines

Traffic Time Bias

Tendency of Spot Advertisers

The radio advertiser who banks on a "sure thing"—saturation buying of premium traffic times—isn't doing himself the favor he imagines, in the opinion of Adam J. Young, Jr. Mr. Young, station representative, is concerned with the tendency of spot advertisers to scurry around for premium-rated traffic times as the best means of hammering their message home. He believes they should take a long, second look at their traffic-time bias and see if it isn't sometimes their own worst enemy.

Mr. Young is busy right now trying to reeducate saturation advertisers to the advantages of spacing their spots throughout the day's programming. "Radio," he says, "is a good buy no matter what way you look at it, but in order to make the medium most productive you must know more about the listener's habits."

Using a recent Nielsen survey made for RAB, Young points out that the effectiveness of a spot campaign on one radio station will decline after 36 spots are aired. The Nielsen survey showed a steady, steep upward curve to the point where 36 announcements were given in a week on a given station. After that point, the rise continued but at a considerably slower rate indicating a levelling-off. Actually, Young thinks 20 spots on one station is the safest bet to insure maximum remembrance. After 20 or 21 spots no new people are reached —the same people are simply reached more often.

More for Ad Dollar

By buying every station in the 7-to-8 A.M. period, he says, some advertisers get the results they are after, particularly if the product is new or highly competitive. It is Young's contention, however, that the average advertiser with an appeal to make to the over all audience can get more for his dollar by distributing his spots throughout the day.

He points to the fact that the advertiser preference for 7-to-9 A. M. and 4-to-6 P.M. has forced rates upward in these time periods. It is therefore wise for the advertiser to ask himself again whether the added costs justify this kind of time slotting or whether he couldn't get results at least as good at other times of the day.

"There are three ways to saturate," Young says. "You can saturate small numbers of people with great frequency, or reach the greatest number of people with a small number of frequences, or, if you have the budget, the greatest number of people with the greatest amount of frequencies."

Placing the Spots

Suppose you want to place about 100 spots. Do you place them on one, two, or three stations? Do you place them during certain hours only, or throughout the day? "I think," states Young, "it makes sense to buy 108 announcements divided evenly among three stations and spread the 36 weekly spots on each station over a 12-hour period, say, between 7 A.M. and 7 P.M. Ideally, your message would be placed between 7 and 8 A.M. on Monday, Wednesday and Friday; between 8 and 9 A.M. on Tuesday, Thursday and Saturday; between 9 and 10 A.M. on Monday, Wednesday and Friday, and so on through the week."

Young is convinced of the good results that can be obtained with this system. To get advertisers to revamp their saturation buying concepts, he offers a guarantee to purchasers of a 36-spot package that every effort will be made to get traffic time availabilities for 12 of the 36 spots.

"It's only common sense," says Young, "to think twice about traffic time buying. There are only between 1 and 5½ hours of it (depending on the market) available in a broadcasting day. The rates are higher because of the greater demand. Buying several stations at prime rates, in the same time period, means sharing the same pie. Sometimes it makes sense. Sometimes not." • • •

Here's the Most Effective Way to Sell This

$2 Billion WSMpire!

Within the 81 County $2 billion WSMpire, 50% of the one-half million homes are tuned to WSM on an average day.

In order to partially approximate this daily unduplicated WSM audience, you must buy at least 38 leading, local Tennessee, Kentucky and Alabama stations. How about cost? Here are the facts:

	UNIT	OPEN RATE	312 RATE
38 Stations	**1 Min.**	**$164.00**	**$122.00**
WSM	**1 Min.**	**$ 50.00**	**$ 38.00**

In short, WSM can deliver more audience, at less than one third the cost, in one of America's most significant markets. And — WSM also delivers a bonus day-time audience outside the WSMpire which is even larger than the audience for which you pay.

There is a difference . . . it's WSM radio

50,000 WATTS, CLEAR CHANNEL, NASHVILLE · BLAIR REPRESENTED · BOB COOPER, GENERAL MANAGER

RANKS
11th
IN THE NATION
in per family income
($7,339.00)
Source: 1957 Survey
of Buying Power

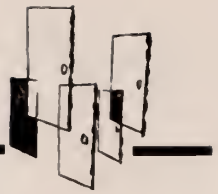
COLUMBUS
GEORGIA
3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL
AM
FM
TV

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957
RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA
CALL HOLLINGBERY CO.

report from agencies



A good 5-second radio spot could very well be the happy answer to some of the problems confronting advertisers with a wide-coverage problem—is what William L. Wernicke, vice president and radio-tv director for Morey, Humm and Warwick, thinks and he's in a good position to know.

Wernicke is one of the masterminds behind the Sinclair Safety Spot Campaign, heftiest saturation buy in radio history, estimated at between $1.5 and $2 million. The experience of his staff in trying to line up some 10,000 5-second availabilities each week, to the end of 1957, left him wanting to give bouquets for the fine cooperation tendered by most stations and their representatives. As might be expected, there were thorns among the roses.

Occasionally Thwarted

The Sinclair campaign utilizes some 900 radio stations in 150 cities across the country to air its spot announcements, none of which is longer than 15 words (most are only 12 words)—an ideal 5-second length. Despite this fact, the agency found its efforts to buy time occasionally thwarted by a long-standing condition: radio's somewhat scrambled rate structure, on one hand, and instances of broadcaster resistance on the other.

The lack of uniformity in rate cards is, in Wernicke's mind, a hurdle that the industry should overcome. Primarily, because it would allow the agency to present a more accurate estimate to the advertiser. In the booming economy of today's spot radio, spiralling or even indeterminate costs can terminate a campaign long before its normal expectancy.

Apart from the many stations which don't even publish rates for the 5-second spot, a casual glance at the rate-book points up the confusion of classifications among the stations that do. Such varying designations as "time signals," "public service announcements," "weather checks," "headlines," "shorts," "quickies," "flashes," "briefs," etc., leave the advertiser "not knowing where he is," Wernicke argues. Where the breakdown is confined to length, some stations list 5 seconds, some 8, some 10; others compute costs by verbiage, with classifications for 10 words, 12 words, 15 words, etc.

In many markets there appear obvious inequities in station rates for the same short segment. Although the campaign idea was to "try to saturate every station in town," the agency executive reports instances where, with much reluctance, a station was by-passed, even though it published a "quickie" rate, because "it was so obviously out of line with the others in the same area." In this connection, he points out that he "ignores ratings entirely," basing his concept of a fair price on such factors as the number of years a station has been in business in a market, its wattage, general programming structure, its local reputation, "a certain loyalty factor," and "other invisibles."

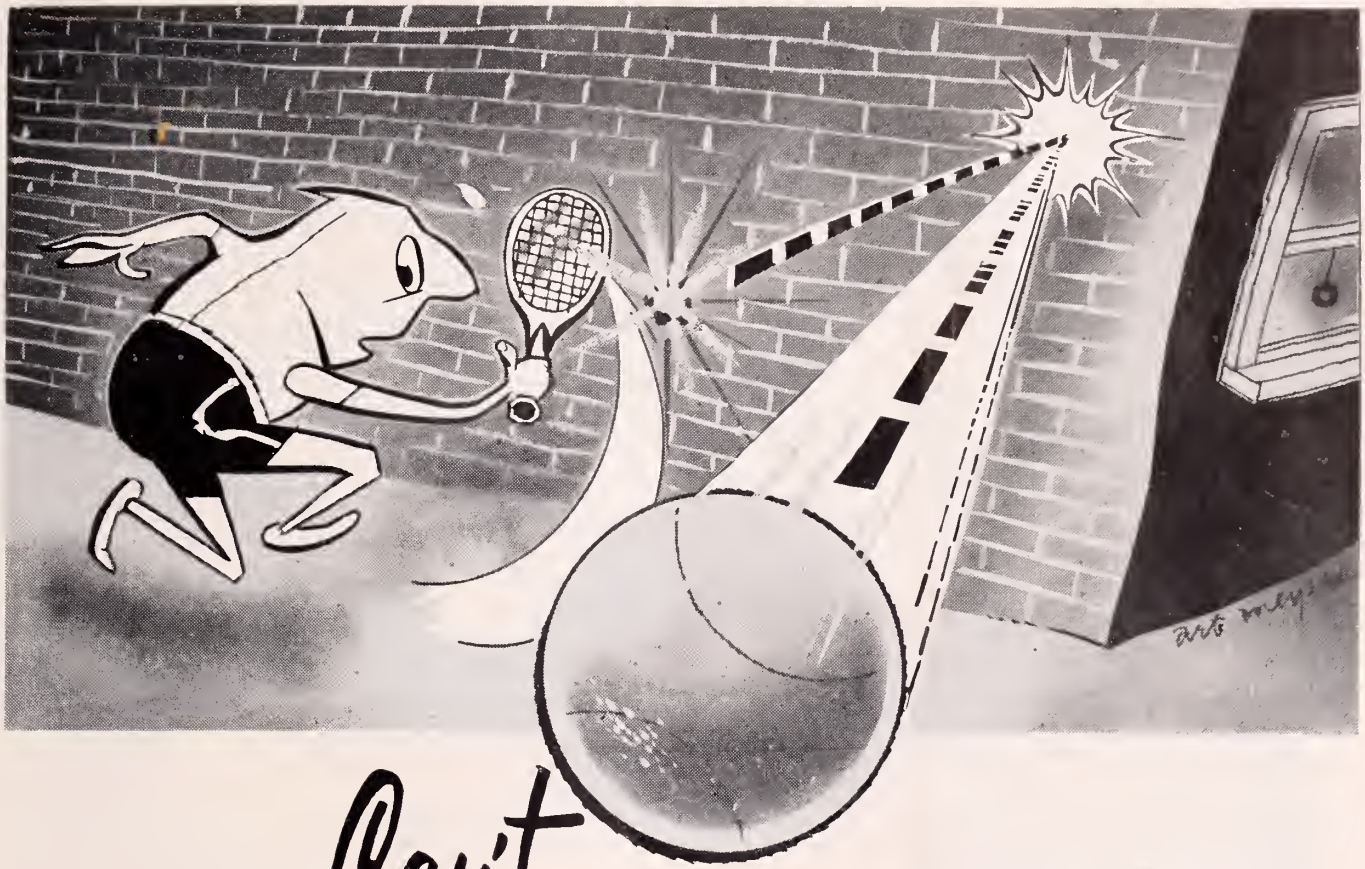
The agency wasn't the only one being selective, however. The turndowns received from broadcasters make interesting reading. Although he makes it clear that he has no quarrel with any station's right to maintain policy, he does question the thinking behind some of the rejections. "To be absolutely fair," says Wernicke, "there were comparatively few of these—much to our relief, since these chaps really chewed up our time when every minute counted toward our target date time-table."

The commercial was short (12 words), with fully half the spot geared to a public-service plea for careful driving: "*Driving today? Remember to drive with care—and buy Sinclair—Power-X gasoline.*" Despite the copy and the week-in, week-out schedule, there were such responses as "We couldn't do justice to any commercial in 5 seconds," and "We can't be bothered with such a small account."

Completely Sold on Radio

He's completely sold on radio: "I feel that Sinclair's expression of confidence in radio is reflected in this tremendous tribute—in 1957 the largest single slice of the Sinclair ad budget went into spot radio." As to the effectiveness of the campaign itself, he indicates that there is "every expectation it will be extended throughout 1958."

On the subject of a standardized rate structure for the "quickie" announcement, he pleads for the acceptance by the industry of a simple, straight-forward formula. "After screening and signing some 900 contracts, our people at Morey, Humm and Warwick have a birds-eye view of what seems acceptable to most of the radio stations. Generally speaking, a 5-second, or 'quickie' spot hovers in the area of one-third of the cost of the earned one minute rate." • • •



YOU *Can't* HIT A TENNIS BALL THROUGH A BRICK WALL

AND THE ROCKY MOUNTAINS, splitting Colorado down the middle from North to South, are a brick wall to radio signals, no matter how powerful.

You can't buy effectively in the Colorado market with one station—for you only buy fringe-area reception across the Rockies.

The **POWER-HOUSE** buy is the Colorado Network with strong, **PRIMARY-SERVICE** signals on both sides of the Rockies. Check the Colorado map for location: KVOD on the Eastern Slope, KUBC and KRAI on the Western Slope, and KSLV in the San Luis Valley, combine in the Colorado Network to give

The Best Coverage at the LOWEST COST

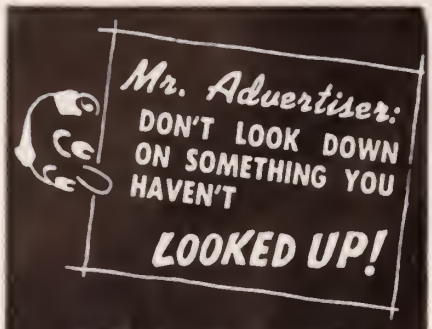
Any Combination is Available on One Order to the

COLORADO NETWORK

KVOD, Denver, 5000 watts, 630 k.c.
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.

National Rep. Bolling Co., Inc.

NATIONAL SALES OFFICE. MIDLAND SAVINGS BLDG., DENVER 2, COLORADO
Phone: TAbor 5-2291 TWX: DN 483



SPECIALIZED NEGRO PROGRAMMING

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.

KPRS

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—
John E. Pearson Company

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

report from networks

There are as many approaches to network radio this season as there are networks, and, among network executives, more opinions on the subject than that.

At Mutual, it's music-and-news, with a particularly heavy accent this year on news, thanks to an expanded broadcast day, a new coast-to-coast live news coverage setup and acquisition of some new "name" commentators.

At American Broadcasting Network, the cry is "down with music-and-news." In its place network brass are going all-out for live music programming — some 32 hours of it weekly—along "Breakfast Club" lines, and, to make way for that impressive load, they are "bumping" dramatics, including some time-honored and still-lucrative soap opera billings.

At NBC, the key word is still "Participation." Full network support continues to go to "Monitor," "Nightline," "News of the Hour" and the entire service feature concept. Star names this year are being sought more stringently, perhaps, than in the past, for sprinkling through the weekend programming. Otherwise, the thinking at NBC, as voiced by Vice President Matthew J. Culligan, is that jukebox programming is due to level off.

CBS, which has its own weekend service feature in "Impact," its own network stars of the Godfrey-Linkletter variety and an abiding faith in daytime serials, will have its novelties (like the Stan Freberg and "Sez Who?" shows), but there is nothing about them intended to prove any revolutionary programming thesis.

"Operation Newsbeat"

The Mutual spot news setup, called "Operation Newsbeat," puts on tap to affiliates throughout its 17-hour broadcast day some 186 newsmen, a key reporter for each affiliate. It already has scored some newsbeats thus far. The setup will enable the network to keep close tabs on Queen Elizabeth during her American visit. Mutual's president, Paul Roberts, a former newspaperman, compares the function of "Operation Newsbeat" to the service performed for newspapers by AP or UP. He'll have a chance to prove this point when key men in Ottawa, Detroit, Washington, New York and other cities on the Queen's route provide spot coverage of her travels.

Further proof, as Mutual executives see it, of the wisdom of its "accent on news" policy is found in the fact that Tint 'n Set, Inc., recently diverted a $1,000,000 spot budget from daytime tv, which the cosmetic firm characterized as "too static," to a series of 24 five-minute MBS network newscasts under way as of October 1. Among news commentators lately snared by the network are Henry Mustin, Paul Sullivan, Charles Warren, Steve McCormick, Walter Compton and Westbrook Van Voorhis.

Live Music-Variety Shows

At American, Vice President for programming Stephen Labunski enunciates the new thinking in no uncertain terms: "Frankly, we think there's a real hazard in the sameness that is growing up in radio. Long-range, you can't survive with music and news." The result of this thinking, American's high-budgeted trend to live music-and-variety shows, most of them full one-hour programs, and six of them—or a total of 27 hours weekly—brand new shows.

Apart from the high production costs, the departure isn't too radical. Actually, the stress is on currently popular music and a strong personality to tie things together—the staples of disc jockey programming. The network is frankly hoping the stars of these new shows—Herb Oscar Anderson, Jim Reeves, Jim Backus, Merv Griffin and John Pearson—will project a network equivalent of the disc jockey's local appeal, a mixture of familiarity, persuasiveness and companionship which the ABN brass call "gazinkus."

The way Labunski sees it, as things stand now, two local stations with similar music-and-news policies are dividing the same audience. "We're trying to furnish our affiliates with a slight degree of difference. We're competing on their behalf with their own local competitors, not with NBC or CBS."

Says ABN President Robert E. Eastman: "We have a commodity and the immediate targets to build the radio industry into a billion dollar industry. As this develops, the station representatives will get their share and we will get ours—and the stations associated with each of us will prosper." • • •

AUDIENCES THAT MEAN BUSINESS IN ST. LOUIS . . .

Russ David's "Playhouse Party" last year drew more than 23,000 women to its kitchen studio. Figures for '57 indicate more than 25,000 will attend.

Each organization attends for a reason . . . to have fun. They leave with a purpose . . . determined to return next year. In the meantime, they make up the big daily air audiences. For five years that's been the pattern for "Playhouse Party" . . . the most merchandisable radio program in St. Louis.

Sponsors enjoy the audiences, too. One, a packing company, wrote, "our ham sales have doubled since joining this program." Another writes, "Thanks to the excellent job Russ did . . . and the opportunity to sample his **live** audiences, the job was accomplished."*

Check KSD or your nearest NBC Spot Sales office on Russ David's "marketing bonanza for grocery product sales."

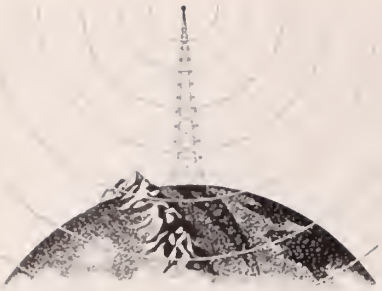
*Sponsors names on request

THE ST. LOUIS POST-DISPATCH RADIO STATION

NBC SPOT SALES
National Representative

NBC BASIC AFFILIATE

KSD
550 ON EVERY RADIO



a giant's voice

Heard throughout the Rocky Mountain West...is the welcome voice of KOA-RADIO! It's the giant 50,000 watt voice that has dominated the rich Western Market for over 32 years!

GIGANTIC RESULTS—

KOA-RADIO is the giant selling force in the West...the only voice you need to reach—and sell—the entire Western market!

Represented by Henry I. Christal Company, Inc.

KOA DENVER Radio

One of America's great radio stations

850 Kc • 50,000 WATTS

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS

Represented nationally by RADIO-TV REPRESENTATIVES, INC.

• NEW YORK • CHICAGO • BOSTON • SEATTLE • ATLANTA • LOS ANGELES • SAN FRANCISCO

report from Canada

Recent Trends Expected To Boost Expenditures In Canadian Radio

"Radio is unlimited in Canada," according to Donald Cooke, of Donald Cooke, Inc., station representatives, who credits much of radio's vitality to the fact that "Canadians are a home people and a thrifty people. When they buy a radio they stay home and listen to it. It gets cold up north in the winter and radio becomes a necessity, because it means contact for people who can't get out." The Montreal-born Mr. Cooke points out also that "Canada has no Sunday editions of newspapers as we know them in the States. People have to rely on radio to provide them with weekend news.

"Canadians are loyal and steady listeners," says Mr. Cooke. (Latest BAB report on listenership bears him out.) "They will usually stay with a product, whereas Americans tend to switch loyalties. Even on the American border they stick to Canadian stations. All recent surveys show there is not more than a 5% overflow to American stations."

Changes Due

Mr. Cooke reports that the next few years may see revolutionary changes in Canadian broadcasting. "Now that the Conservatives are in power, I think they will be loath to have CBC continue to operate at such a tremendous deficit. Most people in Canadian broadcasting feel that they'll make CBC a paying operation. This might include divorcing CBC from its regulatory powers and setting up a sort of FCC to govern both the independents and CBC. This kind of change would really keep things moving in Canadian radio."

Broadcast Advertising Bureau—Radio Division—reports Canadian listeners now serviced by 168 independent stations plus 22 operated by CBC. Seven new AM stations joined the radio line-up this year.

Set sales continue to climb—up nearly 1% over same period last year. Manufacturers estimate year-end figure will be 15% higher than 1956. Total number of sets is at 6,800,000, giving radio greatest potential circulation of any Canadian medium—96% of homes have at least one radio.

Latest BAB survey, undertaken to determine Time Period Audience, offers agencies and advertisers complete breakdown of listening habits in metropolitan, non-metropolitan and 11 specially selected non-metropolitan areas. The report includes graphs and figures on listening trends, number of listening households and time spent listening to radio.

Listening Time Average

Average listening time in radio-only households: 5 hours, 11 minutes; average time for radio and television homes, 3 hours, 7 minutes; average for all homes, 3 hours, 36 minutes.

BAB concludes from available evidence that advertisers must spread their announcements throughout the day or run risk of missing large segments of total audience: 40% are listening in the morning hours, 36% in the afternoon and 24% in the evening. Significant fact is that listening habits do not vary significantly from day to day.

Radio rates moving up—slowly. In terms of Class "A" time the flash rate has increased 5.2%, one-minute announcements are up 2.3%, and the one-hour rate has climbed 7.6% since July 1 1956. Important to note—radio one-minute rate increase represents only 72% of the total increase in the number of radio homes since 1946.

Material contained in the BAB report is the first of this type to be made available. Conducted by the Bureau of Broadcast Measurement, it offers vital information on the scope of radio broadcasting in Canada today. Agencies and advertisers find it a valuable tool in planning broadcast strategy.

Although optimism persists throughout the Dominion, BAB's figures estimating total radio expenditures show 1956 income at $52,000,000, down slightly from 1955 and down sharply from peak year—1951. Latest CBC statement reports network radio income down 22.7% from last year • • •

Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every* American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

HIGHER EDUCATION
KEEP IT BRIGHT

PUBLIC SERVICE ADVERTISING COUNCIL

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

Texaco is buying

pm

the sound difference in nighttime radio

Let Program PM make a sound difference in your sales. Call A.W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

Pulse Approach to Gauging 'Out-of-Home' Listening

No matter what the old adage says, along Radio Row "out-of-home" is where the heart is. Just as the automobile radio has come to loom larger and larger in the AM picture during the last few "resurgence" years, the nation's ever-widening "out-of-home" listening habits have come to play a bigger part in industry thinking and planning.

Over at The Pulse, for instance, Dr. Sidney Roslow, the man who rings doorbells to get his ratings, is coming up with more discoveries about the out-of-home factor in radio. Pulse has reason to be interested in the subject since "it was our 'out-of-home' ratings that brought us the new ABN radio contract."

All interviewing is done at home on the day after the day being measured. The Pulse interviewer establishes what the family normally does: Who is home at what times, what is the normal dinner hour, who has special meetings to attend, etc. On the basis of this information, checked always with more than one member of the family present, the interviewer proceeds to find out who was listning to radio, when they were listening and where they were listening during a given part of the preceding day.

The first Pulse report for ABN, incidentally, which is due in November, will also show audience composition and a weekly cumulative rating, weekly total non-duplicated audience for 'cross-the-board shows and monthly total non-duplicated audience for weekly shows.

Baseball Audience

The "out-of-home" factor showed up significantly in a recent Pulse survey undertaken on behalf of WCFL, Chicago. During a crucial three-game series between the Yankees and White Sox, aired locally on radio exclusively by WCFL, the rating service measured the station's share-of-total radio audience in the Windy City and a six-county area. Two night games were played, with no tv coverage, and one afternoon game, with tv competing.

During the two night ball games, WCFL dominated the picture with ratings of between 17.3 and 21 for the first game and between 9.3 and 20.7 for the second, which had a delayed start because of rain. Share of total audience never went below 63%, and most often was around the 75% mark.

However, for the third game, tv got the lion's share of over-all audience, although WCFL still made a strong showing in radio, with a share-of-audience hovering consistently around the 20% mark, which constituted dominance for half the game's playing time.

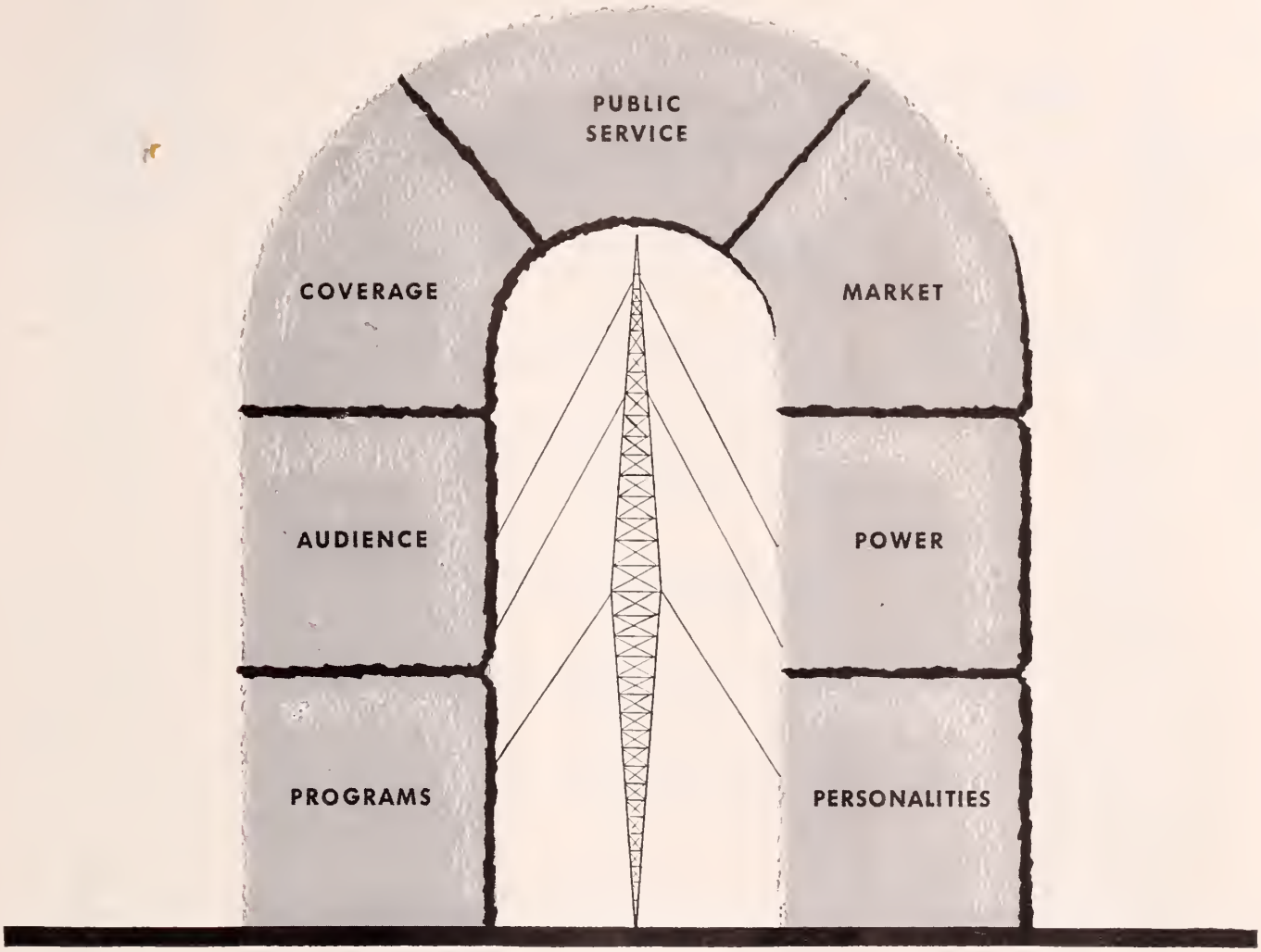
The out-of-home figures, though, tell a different story. During the two night games without local tv coverage, out-of-home listening accounted for between 10 and 15% of the total radio audience. But during the single day game, when WCFL, competing with tv for an identical audience, suffered a rating drop of more than one-third, its percentage of out-of-home listeners rose to between 50 and 54% of total radio audience. Meaning, says Pulse, that when radio is thrown into direct competition with tv, watch out for that out-of-home factor.

Where People Listen

Where do people listen to the radio when away from their homes? According to Pulse, automobiles draw the biggest percentage in both summer and winter. Two samplings, one taken in July-August, 1956, and one in January-February, 1957, showed little difference in this important category, motorists rating 70% of the average out-of-home audience in summer and 67% in winter.

Listening at work takes second place in winter with 16%, but is tied with outdoor listening (to portables, at beaches and parks, mostly) during the summer. Both work and outdoor share-of-audience registered 10% in July-August.

Retail places and service establishments—stores, bars, restaurants, etc.—come next, regardless of weather, with 10% of audience in winter and 8% in summer. Visiting and other forms of out-of-home radio listening account for the remainder—4% in summer, 2% in winter • • •



Through a carefully built structure, WGAR gets advertising results in Northern Ohio

. . . how WGAR affects advertising results in Northern Ohio.

We believe there is a definite relationship between a radio station's devotion to public service and listener response to advertising.

By serving our listeners better, we feel we have created a climate of believability—of listener loyalty—of dependence on WGAR—which makes our advertiser's messages more effective.

There are many concrete examples of WGAR's selling power with the adult buying audience. For evidence of WGAR's leadership in public service—and advertising results—contact a WGAR sales representative.

PROGRAMMING · PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES ·

Measure of a Great Radio Station

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • Cleveland • 50,000 Watts • The Peoples Broadcasting Corporation • Statler Hotel • Cleveland 1, Ohio • PR 1-0200

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

New York • Boston • Chicago • Detroit • San Francisco

EDITORIAL

U. S. RADIO . . . the aim and policy

FOR RADIO ONLY

With this issue, U. S. RADIO makes its debut.

We would not be human if we did not feel a degree of excitement and exhilaration. Yet this is confined under the weight of a more profound thought that no trade publication deserves the right of existence unless it fulfills a need, unless it can logically serve the industry to which it is dedicated.

The history of radio and of the broadcasters and advertisers who have had faith in it is truly one of the greatest success stories of our time. Radio is a separate and distinct advertising medium; it has its own place in the sun and certainly should not fall in the shadow of tv. Like magazines and newspapers in the print field, radio and tv are just as competitive for the advertising dollar. To those who have fought long and well for these recognitions, we now add for the first time since the advent of tv the voice of a *radio only* trade publication.

Today radio stands stronger than ever, and all indications point to a tomorrow that will dwarf today. Those of us who live too much subjectively must appreciate that though radio people know and understand radio's tremendous story, this same story constantly must be made known and understood by those who think less subjectively about radio. These are the people who use and consider radio in their advertising plans.

THE WHOLE OF AMERICAN LIFE

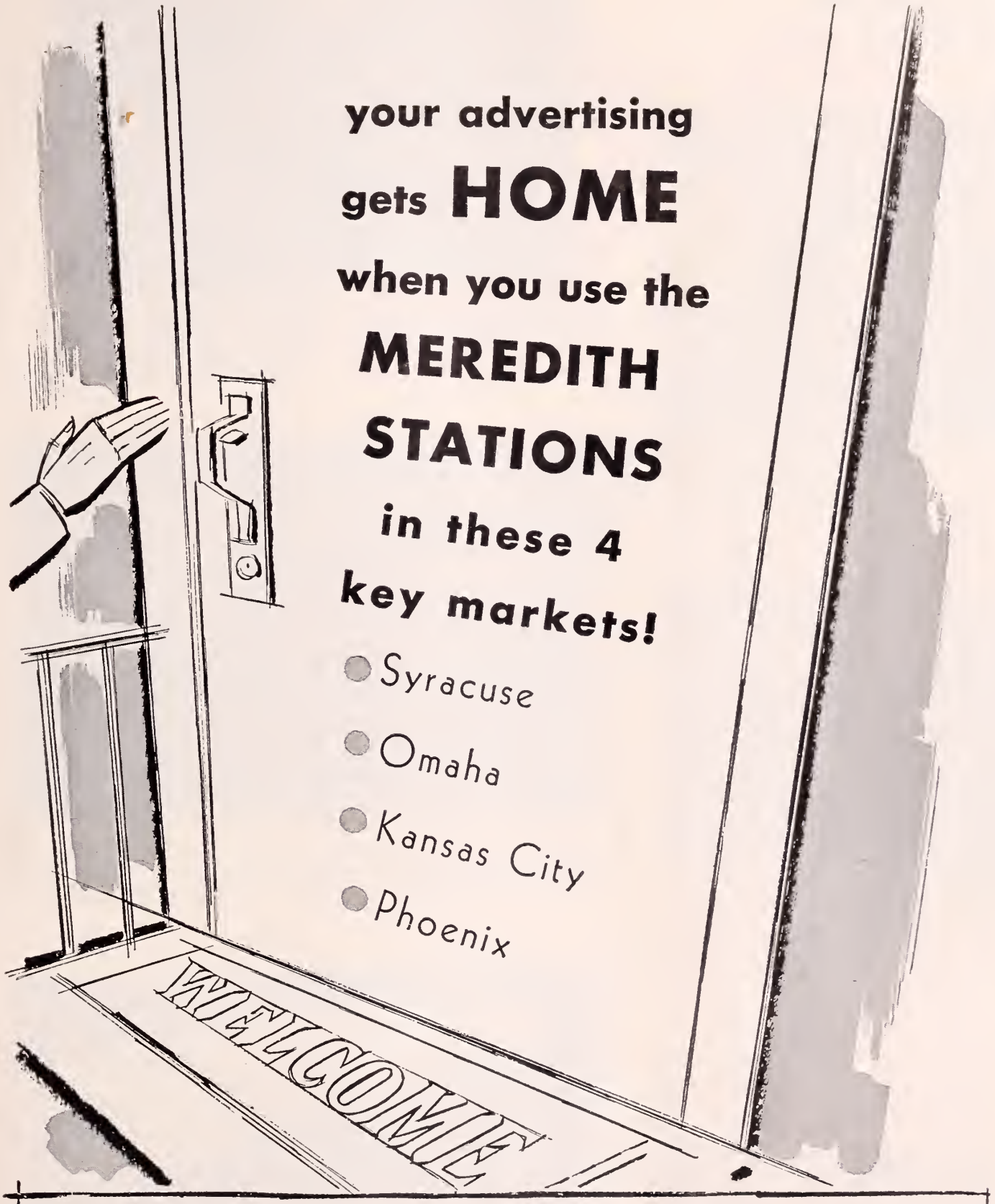
Is there any other medium of communication that so encompasses the whole of American life as does radio? We submit there is no other. For all practical purposes, radio is in every home of our country, two or three sets in each more often than not. On the highways: Radio. On the beaches and at the resorts: Radio. And as we note in the transistor article (page 25), inexpensive transistor sets will become like "ashtrays" in the average household. And still the most tremendous development is yet to come . . . more correctly, it is here. When the Army Signal Corps releases the wristwatch radio to the American public, radio truly will be everywhere!

Radio *is* the mass medium to reach the whole of America. But in its very preponderance, radio is the most flexible of all media. Whether the advertiser uses spot radio or network, there are many, many different formulae that can be applied to reach all the population or any segment of it, according to the needs of the product . . . anything from "pop" to fine music, from soap operas to Shakespeare. Night or day. Whatever the need, radio stands ready to fill it.

TO THIS WE ARE DEDICATED

U. S. RADIO, an analytical and idea magazine for the buyers and sellers of radio, will devote its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the why's and how's in the successful use of all radio, will be supplemented by regular departments presenting in concise form the significant news and trends of the radio industry. U. S. RADIO will be applauded by some at times, criticized by some at times. It will make its mistakes, it will make its points. It will constantly strive to help buyers and sellers of radio advertising in the use of the medium.

To this we are dedicated.



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.- Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

around radio . . .

WHDH DISC JOCKEY Roy Leonard interviews Mrs. Henry MacKay at her home in Framingham, Mass., during his "Two and Eight Date" program. Leonard and other WHDH, Boston, personalities broadcast complete two-hour shows from listeners' living rooms and back yards. Listener-hostesses must be members of a civic-minded organization.

QUICK FIRE COVERAGE results as news car from KOL radio, Seattle, relays on-the-spot news bulletins to station from $1,000,000 lumber mill fire. KOL's remote newscasts assure speedy and thorough coverage, and have attracted large audiences.

TALL TALES AND TRUE are told by 6' 10" disc jockey Carl Bentley as he becomes an honorary commodore of the Port of Los Angeles. The award was presented by Harbor commissioners Charles Tanner (left) and Lloyd A. Henveg (right), to honor Bentley's work in publicizing the port during his daily seagoing radio show broadcast from the deck of the S. S. Catalina for KBIG, Los Angeles.

KEY FROM THE CITY is presented to a youngster representing the Cleveland Society for Crippled Children by Wes Hopkins, KYW disc jockey. Hopkins raised $3,000 for the new station wagon by asking listeners to send in their Ohio sales tax stamps. The station wagon is to be used for transporting the children to the Society's medical center for treatment.

A REAL NICE CLAMBAKE it was, attracting 6,500 guests who put away 200 bushels HUNGRY GUESTS ARRIVE for the "World's Largest Clambake" held at Plymouth, Mass., by WBZ, Boston, and the F. H. Snow Canning Co. Political and civic figures from all over New England came as guests of the Westinghouse Broadcasting Co. while the public secured tickets by submitting labels from products of the sponsor.

of clams, 5,000 lobsters, 6,000 pounds of sweet potatoes, 5,000 ears of corn, 200 watermelons and 500 gallons of coffee. The complete affair was arranged and conducted by Dearn and McGrath, a Plymouth company that specializes in staging clambakes.

1000 FIRST GRAND SLAM IN RADIO HISTORY!

October 1, 1957

NEW YORK
SAN FRANCISCO
LOS ANGELES

Keystone BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

111 WEST WASHINGTON STREET
CHICAGO 2, ILL. · STate 2-8900

TO ALL KEYSTONE AFFILIATES:

This is indeed a proud time in the history of Keystone Broadcasting System.

It is a time when we want to make special mention of our warm feelings of thanks and appreciation to every one of our THOUSAND affiliates.

We think that nowhere in advertising is there a finer or more encouraging example of complete cooperation between a network and its affiliates. As a matter of fact our network is held together -- not by electronic or mechanical means but precisely through cooperation.

Thanks too, to every one of our affiliates for their "beyond the call of duty" efforts to strengthen the effectiveness of our advertisers' campaigns through tireless and continuous PLUS MERCHANDISING assistance. We sincerely believe that no other advertising medium can match the quality and consistency of the merchandising assistance provided by our affiliates.

We look forward to continuing growth and happiness through our association with our affiliates. Believe me. It is a pleasure to be in business with you.

Sincerely,

Sidney J. Wolf
President

Keystone Broadcasting System Adds Its Thousandth Affiliate!

Hometown and Rural America was never so big—never so celebrated—never so completely *covered* by any advertising medium! Imagine it! For the first time in radio broadcasting history A GRAND SLAM! **ONE THOUSAND** radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

The wonderful thing about the KBS network is that you can buy it as you please—100 stations in "special problem areas" or 1000 stations reaching all of rich, ready and able-to-buy Hometown and Rural America.

We have a hatful of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

We'd love to tell you our story! Write for our new station list and market information.

Keystone KBS BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STa 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

"LOOKS LIKE WE CAN'T ACCOMMODATE ANOTHER

SPOT"*

PROGRAM PM...

PROGRAM PM, the daring nighttime programming concept of the Westinghouse Broadcasting Company, Inc., (you've seen it identified nationally as "Lateral Programming") is completely **SOLD OUT** in the Cleveland market . . . just three months after its inception.

Bud Wendell, host of the KYW, two hour-long, seven-nights-a-week radio spectacular deserves part of the credit . . . not only for his inquiring mind and dynamic delivery that add much to the program's adult appeal, but for his farsighted approach to nighttime radio that parallels the enthusiasm of the Westinghouse people. When Bud was approached by KYW to take over this assignment it wasn't "fashionable" for a radio entertainer to be scheduled in the p.m. Thanks to PROGRAM PM and Bud Wendell, nighttime radio in Cleveland has attained the high status it deserves among listeners and advertisers.

* But of course we look forward to spotting your client at same later date! For future availabilities, contact your nearest Peters, Griffin, Woodward "Colonel"; or, Ed Wallis, KYW Sales Manager, at CHerry 1-0942.

KYW RADIO

CLEVELAND, OHIO

for buyers and sellers of radio advertising

U.S. RADIO

VOL NO

NOVEMBER 1957

35 CENTS

MAR LIBRARY 1959

D vs SOFT SELL
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page 19

QUINS earmarks
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Radio
page 22

TAKING SIDES
torializing On
Air
page 27

METOWN, U. S. A.
cal Programming
plays Vitality
page 37

Edwin H. Bostick

averly Fabrics
s Jackpot
th Radio Spots
page 24

Live wire

Cleveland's most exciting... most-listened-to radio station

WERE

WERE

WERE

WIRED FOR SOUND

NBC Radio Presents An Outstanding New Advertising Opportunity—LIFE AND THE WORLD

Two great leaders in the news-gathering field, the National Broadcasting Company and LIFE Magazine, have combined forces to bring the American public an exciting new brand of radio journalism.

NBC Radio takes LIFE's superb news and picture stories, and adds the dimension of sound. LIFE may cover the stratosphere ascent; on LIFE AND THE WORLD you hear the man's personal experience from his own lips. LIFE may picture a parrot; on LIFE AND THE WORLD you hear the parrot being interviewed. Here are the actual voices of men who make the news or react to it. Here are the sounds of hurricanes, of debates, of space rockets, and of momentous decisions—bringing listeners close to the very heart of our time.

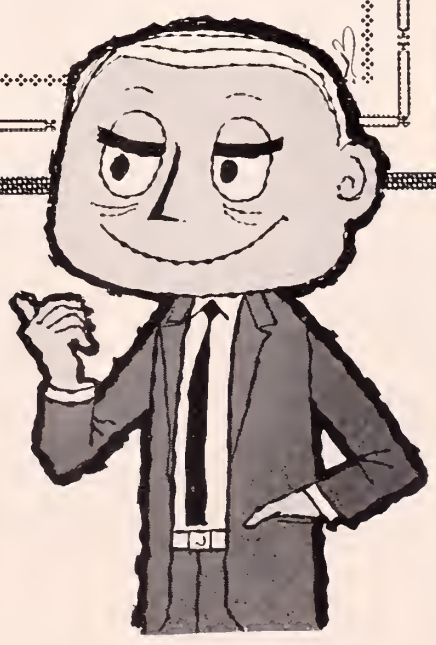
Increasing numbers of LIFE readers are discovering this fascinating NBC Radio program. Millions more will be introduced to LIFE AND THE WORLD through an extensive audience promotion campaign, on the air and in print media.

LIFE AND THE WORLD has a choice position, 7:45 to 8:00 nightly, immediately following NBC's 7:30 pm News of the World, radio's highest-rated news program.

Tune in tonight! And let your NBC Radio representative give you the interesting advertising details tomorrow.

NBC RADIO

There are many imitations
but no substitutes
for the effectiveness
of the
Plough, Inc.
Radio Stations



Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

Big Crop Again This Year!

36,401 LISTENERS WROTE

Not 17,000 as in 1955, or 31,000 as in 1956, BUT 36,401 WOWO listeners sent their names and addresses to the station—took a chance on winning Michigan peaches on Michigan Peach Day. (A bushel of the delicious fruit was awarded a listener every half hour.)

A saturation campaign of announcements ten days previous to Michigan Peach Day produced this crop of participants in what has become an annual affair for the Michigan Peach Growers Association.

THE MAIL CAME FROM

Thirty-four (34) states, Washington, D.C. and Canada! However the bulk—over 90%—came from the Tri-State Area of Indiana, Ohio and Michigan where WOWO's "regular" audience lives and listens.

THERE'S A PEACH OF A PACKAGE FOR YOU, TOO

An alert time buyer cannot pass up the fact that results like this prove the constancy of radio, and its ability to produce audience action. WOWO weather jingles, WOWO time signals, the 6-13-21 plans all offer a "peach of a deal" for the client who wants a good crop of returns.

Call "Tom" Longworth, Anthony 9436 in Fort Wayne, or your nearest PGW Colonel.

WOWO 1190 Fort Wayne, Ind.

WESTINGHOUSE BROADCASTING COMPANY, INC.

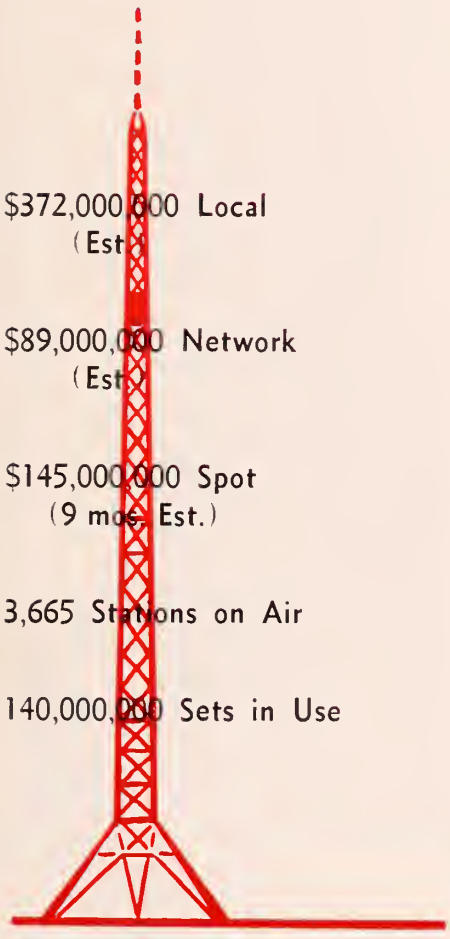
RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WBC

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

Radio's Barometer



Spot: Total gross dollar volume spot radio sales for first nine months this year are estimated at $145,000,000 by Larry Webb, president, Station Representatives Association. This would represent a substantial increase over the same period last year when total sales for the first three quarters were $103,479,000. During the first six months this year, food, grocery, tobacco and drug products led the field in dollar volume with a combined gross of $40,620,000 . . . or 42.5% of total spot sales.

Network: CBS's Arthur Hull Hayes reports that station payments for 1957 will be higher than in 1956 . . . the first time since 1950 they have increased over the preceding year. He stated Neilsen credits CBS radio with 82% more audience than the second network during the average sponsored minute over a full seven day period. Both daytime and nighttime sales soar with 90% of the network's daytime bloc sold, and "Impact" segment sales up approximately 600% since March.

NBC also points to upswing in network radio. Network reports that sponsored hours increased by 40% from September, 1956, to September, 1957, and gross billings grew 70%. Aggregate station compensation was up 200% with a 300% increase for stations carrying NBC's full commercial schedule. (See *Report from Networks*, p. 47.)

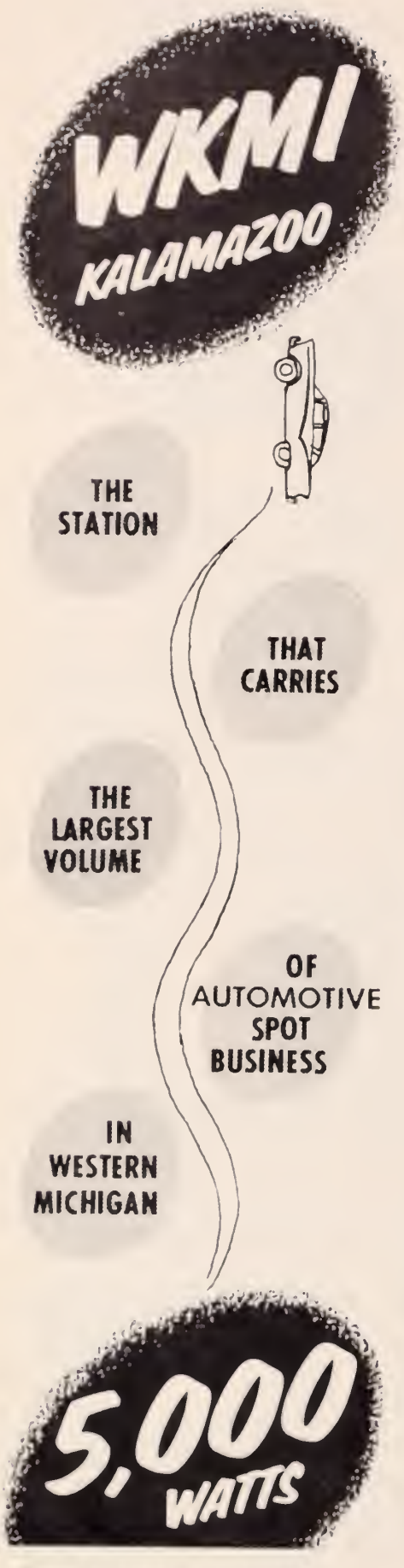
Stations: Revised FCC count on station authorizations on the air shows total AM and FM commercial stations at 3,665:

	Commercial AM	*Commercial FM*
Stations on the air	3,133	532
Applications pending	350	38
Under construction	142	36
TOTAL AUTHORIZED	3,275	568

Sets: Shipment of radios from factory to dealer, not including car radios going directly to auto industry, totalled 4,788,006 for first eight months of 1957. This represents an increase over last year of 296,211 sets, according to Electronics Industry Association.

For first nine months of 1957, sales of radio sets totalled 5,840,372, excluding 3,839,345 auto radios sold directly to the automotive industry. Breakdown looks like this:

	Radio Sales	*Auto Radios Produced*	*Total Radios Produced*
January	563,363	521,624	1,085,592
February	525,029	522,859	1,264,765
March	730,584	597,432	1,609,073
April	543,092	380,452	1,115,813
May	547,480	396,151	1,023,771
June	729,421	416,058	1,088,343
July	587,484	256,279	612,588
August	710,553	301,971	965,724
September	893,366	446,419	1,610,748
TOTAL	5,840,372	3,839,345	10,376,354



for buyers and sellers of radio advertising

U.S. RADIO

NOVEMBER - 1957 VOL. 1 - NO. 2

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"My Mommie Listens to KOIL"

Omaha's
Most Listened to
Station
Mornings - 34.1
Afternoons - 34.8
HOOPER - Sept.-Oct., 1957

If results are a must... So is KOIL

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

There's a million-dollar

Don McNeill's Breakfast Club (9 to 10 am) features comic Sam Cowling, comedienne Fran Allison, vocalists Jeril Deane and Dick Noel, Eddie Ballantine's orchestra.

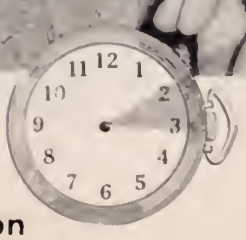
morning

The Herb Oscar Anderson Show (10 to 10:55 am) headlines singers Don Rondo and Carole Bennett, The Satisfiers, Ralph Hermann's orchestra.

The Jim Reeves Show (1 to 1:55 pm) features vocalists Dolores Watson and Buddy Hall, The Anita Kerr Singers, Owen Bradley's orchestra.

afternoon

The Jim Backus Show (2 to 2:55 pm) headlines songstress Betty Ann Grove, baritone Jack Haskell, The Honeydreamers, Elliot Lawrence's orchestra.



sales staff on American —and you can own it

The Merv Griffin Show (7:15 to 7:55 pm) features singer Darla Hood, The Spellbinders, Jerrry Bresler's orchestra.

evening

The Bill Kemp Show (8 to 8:55 pm) headlines vocalists Peter Hanley and Betty Holt, The Upbeats, Neal Hefti's orchestra.

From morning to night, five days a week, you can have American Radio's million-dollar sales staff selling your product exclusively to millions of people everywhere.

Here's how it works: When you buy a five-minute program unit in any one of American's hour-long, weekday musical shows, you automatically lock out competition for the rest of that hour – all week.

Here, for the first time in years, is a brand-new advertising franchise. Nowhere else in all mass media can you buy this kind of salesmanship and product exclusivity.

the live one is

AMERICAN BROADCASTING NETWORK

. . . precisely why there's never a dull moment . . .

precisely why in each of these major markets

more radios are tuned to the Storz Station than to any other

MINNEAPOLIS-ST. PAUL WDGY is first . . . all-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY WHB is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

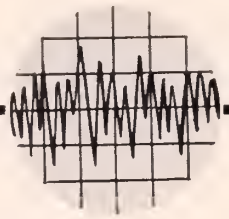
NEW ORLEANS WTIX is first All-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI WQAM is first . . . All-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



ANA Gets Facts About Spot Radio's Gains

Spot radio is showing a bigger gain than any other medium, John Blair's Art McCoy told recent Association of National Advertisers meeting. "So far in 1957 we're 40% ahead" of 1956 which was spot radio's top year. (See Report from Representatives, p. 43.)

14-Market Study Points to Radio As Mass Medium

Interesting comparison developed by Edward O'Berst, director of research, CBS Spot Sales, points to fact that radio is the mass medium for American people. In 14 metropolitan areas from all regions of the country, study of percentage differences in growth factors between radio and newspapers for last decade shows: population up; radio families up; retail sales up, and newspaper circulation down. Population increased 25.7%; radio families expanded by 35.4%; retail sales shot up 89.7%, but newspaper circulation dropped 4.4%.

BPA Launches Second Year

With November marking start of second year, Broadcasters' Promotion Association gears itself for bigger and better projects. Meeting held first of month in Chicago applauded Westinghouse's David Partridge for his leadership during first year. Succeeding him as president: Elliott W. Henry, Jr., ABC, Chicago. Re-elected: Charles A. Wilson, WGN, Chicago, first vice president; and Montez Tjaden, KWTV, Oklahoma City, second vice president. The broadcasters group, counterpart of Newspapers' Promotion Trade Association, voted to hold next year's November convention in St. Louis, dates to be decided. Among topics on this year's agenda: Trade paper advertising; sales presentations; merchandising; promotion cooperation with agencies. (See *Focus on Radio,* p. 33.)

Analysis Reveals FM Strength in New York Area

Pulse analysis coming from Keith Trantow, NBC, points up FM strength in New York metropolitan area: 2,462,000 homes have FM sets or 57.8% of those owning AM sets. Of these FM homes, 423,000 do not tune in to FM regularly, but 2,039,000 do listen regularly, with 37% of all FM listeners tuning in during early evening. Taking afternoon newspaper circulation as a yardstick for comparison, according to Mr. Trantow, almost as many homes are tuned in to FM in the early evening hours as buy the New York Journal American and the New York World Telegram & Sun combined. Where 1,213,000 represents the circulation of both papers, 911,000 FM sets are in action during the same period the papers are normally read.

BBDO Doubles Business Channelled To Networks

BBDO doubled this year amount of business channelled into network radio, according to Bill Hoffmann, agency director of network radio. Among major accounts re-entering network radio: U. S. Steel, Rexall, General Mills, and Pennick and Ford. One big reason, he states, is radio's greater frequency at lower cost. (See *Report from Agencies,* p. 46.)

ABN Explains New Concept

ABN thesis in explaining switch to live musical programming is that a bad buy in radio is virtually impossible today in view of ten billion dollar roar of advertising invested by advertisers each year. Says Robert Eastman, president of ABN, "If you could afford to spend $1,000,000 on advertising in a single day, your ads would represent less than 4% of the total advertising of that single day."

Family Radio Reaches Them All!

Ratings show Bartell Group stations FIRST . . . and reach more members of the family. "Radio For Family Life" requires talent and imagination. No short cuts. More work — but worth it!

BARTELL GROUP FAMILY RADIO

is based upon service and entertainment for the whole family . . . Emphasizing optimism, happiness, generosity, decency, patriotism . . . Homely virtues, basic values in family life.

Bartell It...and Sell It!

THE BARTELL GROUP
RADIO FOR FAMILY LIFE

Sold Nationally by ADAM YOUNG, Inc.
for WOKY, The KATZ Agency

AMERICA'S **FIRST** RADIO FAMILY
SERVING 10 MILLION BUYERS

washington

Moulder Inquiry

The supposedly non-political nature of inquiry now underway by House Legislative Oversight Subcommittee to determine whether FCC and five other regulatory agencies are administering their respective laws as Congress intends, may be changing complexion. Flood of letters that have gone out over signature of Rep. Morgan Moulder, subcommittee chairman, to FCC and network executives requested subcommittee be supplied with all manner of information particularly expense account data on both give and take side of fence. With assurance that replies will be treated with utmost confidence, Dr. Bernard Schwartz, subcommittee chief counsel, has contacted various industry leaders suggesting that any light they can throw on proceedings will be much appreciated.

. . . And Overtones

The fact must be considered that an election year is coming up in 1958 . . . year when headlines will matter and year when subcommittee headed by Rep. Moulder will make its findings and recommendations known. Evaluation here of entire Moulder proceeding indicates some feeling that true purpose of investigation . . . Are FCC and other agencies performing administrative tasks correctly or not? . . . could ultimately be lost in maze of free lunch statistics.

FTC Revs Up Monitoring Unit

More radio monitoring at the FTC looms ahead in the months to come. That's the word from the FTC's radio monitoring unit, which this month enters its second year of operation. T. Harold Scott, unit chief, noted that monitoring of tv advertising had been easier than radio during the first year, because the volume and coverage of radio are so much larger. As to the specific number of radio-only complaints issued by the radio-tv unit during its first year, the FTC spokesman declined a specific answer on grounds that many publicly originated complaints cannot be claimed by the unit itself. In the last year records show approximately 150 complaints from the deceptive advertising area of the FTC, including the radio-tv monitoring group.

. . . FTC Warning

Mr. Scott's specific warning to radio broadcasters: "Give a commercial fact sheet to a reliable, intelligent announcer. If an advertiser supplies you with the core of his message, in fact sheet format, make sure the announcer will not blow it out of proportion, even inadvertantly." In radio, he pointed out, it is often a vocal inflection that can spell the difference between acceptable and deceptive advertising.

Satellites and the Radio Spectrum

Where does new space age, ushered in with Russia's successful launchings of earth satellites, leave the American broadcaster in terms of spectrum space? As long as satellite game is played according to frequency rules—use of 108 m.c. agreed upon among nations was disregarded by

Russia with satellites — government and industry take an optimistic view. At moment there seems to be little or no threat to the radio spectrum. It is, however, at same time certain that satellites have focused greater attention and interest on industry and legislative proposals to investigate military use of spectrum. Despite stated disapproval of any study of this type by Gordon Gray, director of Defense Mobilization, there is specific meaning for broadcasters. It most certainly underscores importance of two bills introduced in the last session of Congress — one authored by Sen. Charles Potter (R. Mich.); the other by Rep. William Bray (R.-Ill.) — urging their legislative colleagues to take long look at problem and create an independent commission to investigate use of radio spectrum.

Attendance Up at NARTB Regional Meetings

Attendance was up at the recently completed series of eight NARTB meetings. Broadcasters attending this year's meeting totalled 1,713 compared to 1,581 in 1956.

With "A Time for Decision"

Feature of this year's tour, "A Time for Decision," was intended to prompt radio broadcasters to:

- strive for greater professionalism in their news operations from the local cover to the national and international scene.
- keep their representatives on Capitol Hill posted on the hazards of pay-tv to the concepts of American system of free broadcasting, calling special attention to the FCC's recent action authorizing pay-tv tests.
- back up efforts directed toward removing bans on broadcast coverage of public proceedings. (see "On Taking Sides" page 27)
- inform Congress of their stand on charges against the industry in the Broadcast Music, Inc. suit. (which states that because BMI is broadcast-owned, non-BMI music does not get its fair share of air time.)

the *Silver Mike*

THIS MONTH:

CHARLES S. BEARDSLEY

Chairman of the Board,
Miles Laboratories

A Pioneer Advertiser Awarded "Silver Mike"

U. S. RADIO presents its second "Silver Mike" award to Charles S. Beardsley, board chairman of Miles Laboratories, a business "built on radio broadcasting." Mr. Beardsley has been hailed many times for his good work in support of education, the war effort, his community of Elkhart, Ind., and as the elder statesman of the drug industry.

The list of Miles programs is a long and nostalgic one. It started in 1929, three years after Mr. Beardsley joined the firm, with the "Almanac of the Air" over WSBT, South Bend, for *Nervine*.

In February, 1933, with *Alka-Seltzer* about to fizzle out, Miles purchased a segment of the WLS, Chicago, "National Barn Dance," an association that helped put over the alkalizer and which lasted until September 29, 1945. Talent from the "Barn Dance" formed the nucleus for several other Miles shows, including Uncle Ezra and the Hoosier Hot-shots, Henry Burr, the Vass family, Curt Massey and Martha Tilton, Alec Templeton, and Brown and Lavelle's "Comedy Stars of Hollywood" (Bob Burns, Zazu Pitts, Vera Vague, Don Wilson, George Burns and Gracie Allen).

The "Quiz Kids" first went on the air in the summer of 1940. Joe Kelly, the quizmaster, was another graduate of the "Barn Dance." Miles and the "Quiz Kids" stayed together on radio for eleven years. And who can forget "Lum and Abner?"

Other Miles programs were all outstanding in their fields: "One Man's Family," "Hilltop House," "Queen for a Day," Roy Rogers, Herb Shriner, and "Fibber McGee and Molly." Miles news commentators have been John W. Vandercook, Edwin C. Hill and Morgan Beatty, among others.

The list of entertainers developed on Miles shows is much too long for this space, and it is impossible to know all the pleasure they brought. They performed for *Nervine*, *Alka-Seltzer* and *Tabcin* on all of the networks and throughout the nation. And behind them and Miles was Charles S. Beardsley.

In 1931, when Miles was plunging into radio, he became vice-president in charge of advertising and sales. He was named president in 1942 and chairman of the board in 1947. Throughout his career he has been a leader in industry research, product development, promotions, sales and advertising.

If Miles was "built on radio broadcasting," so radio in many ways was built on Miles sponsorship. • • •

RANKS 11th

IN THE NATION

in per family income ($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL & NATIONAL FAVORITE

WRBL

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN **97.3%** OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY **55%**
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

Photo by Morris H Jaffe

Beech-Nut Life Savers, Inc. and its agency, Young and Rubicam, are Sold on Spot as a basic advertising medium.

Following its merger with Life Savers, Beech-Nut Gum adopted an aggressive new sales policy, aimed at overcoming distribution problems and at making Beech-Nut Gum the leading national brand. The method: a giant initial build-up in America's top 50 markets. The medium: SPOT RADIO.

Using 63% of its total advertising allotment, Beech-Nut Gum is blanketing the top 50 markets with a 10-second spot campaign, ranging from 50 announcements per week to 115 per week in New York City. The schedule covers radio's high-traffic periods, Monday through Friday, 7-9 a.m. and 4-6 p.m., with emphasis on the latter part of the week, when most family marketing is done.

Jim Parker, Advertising Manager, tells why SPOT

RADIO figures large in Beech-Nut Gum's future plans: "Using those regions where its distribution is already established as a springboard, Beech-Nut Gum is making a national splash. Only SPOT RADIO gives the frequency required for such a tremendous job at such reasonable cost. To its extensive and continuing schedule in the top 50 markets, and to NBC Spot Sales' radio stations in every market where they play a part, goes much of the credit for the overwhelming success of the Beech-Nut Gum campaign."

Whether you're aiming at a specific region, or trying to hit all the top markets, you'll find that you can really call your advertising shots when you use SPOT ... especially on these leadership stations, represented by ...

NBC SPOT SALES

Hartford-New Britain	WNBC
New York	WRCA, WRCA-TV
Schenectady-Albany-Troy	WRGB
Philadelphia	WRCV, WRCV-TV
Washington	WRC, WRC-TV
Buffalo	WBUF
Miami	WCKT
Cleveland	WHK
Louisville	WAVE, WAVE-TV
Chicago	WMAQ, WNBQ
St. Louis	KSD, KSD-TV
Denver	KOA-TV
Los Angeles	KRCA
Seattle-Tacoma	KOMO, KOMO-TV
San Francisco	KNBC
Honolulu	KGU, KONA-TV

WHERE KENTUCKIANA LISTENS ON 1080 KC

PAUL COWLEY

Programs and People That Produce

JACK BENDT

DAVE BROCKMAN

TOMMIE DOWNS

WILSON HATCHER

BOB HENRY

RED KIRK

JIMMIE LOGSDON

Represented by John Blair & Co.

LETTERS TO

Congratulations on the first issue of U. S. RADIO. It is one of the most effective first issues I have ever seen of any publication, including attractive visual presentation.

Indeed, the only blemish I could find was where the statement is made that Washington's Julius Garfinckel and Company has never used radio before. Garfinckel's has been on WGMS, Washington's Good Music Station, for a number of years. The store has been represented in both programs and spots.

M. Robert Rogers
President, WGMS
Washington, D. C.

Many thanks for sending me a copy of the first issue of your new magazine, U. S. RADIO. . . . Please accept my congratulations and best wishes for its success.

Marion Harper, Jr.
President
McCann-Erickson, Inc.

You could do local radio a tremendous service if you would start a gathering house for local promotional ideas. These ideas could be garnered from stations located in each of the 48 states. This is something that local radio has needed for a long time.

R. D. McGregor
General manager, KBNZ
La Junta, Colorado

Congratulations on the first issue of U. S. RADIO. This magazine sounded like a fine idea when I first heard about it. Now that I have a copy in front of me, I know you've got a winner . . . the very best of luck.

Robert W. Sarnoff
President
NBC

I am delighted with U. S. RADIO because it is all radio. I trust Canadian radio's contribution to your publication will grow to the point where we may rate a sub-title on the cover and masthead. Believe me, we shall do our best to build up the "Canada" section.

Charles W. Fenton, Sales Director
Broadcast Advertising Bureau
Toronto

Volume 1, No. 1 is a honey! Judging from the first issue, you people will have one of *the* trade publications.

Features I particularly liked:

1. "Airwaves," and I hope you keep "Radio's Barometer" in an up-front position. We're always rummaging through stacks of material to find a summary of these very data.

THE EDITOR

2. "Report from Networks." This looks as if it will be a handy summary of what is happening to network radio.
3. Your lead story, "Radio-Active'57." An excellent story-in-depth of the medium's current status.
4. Beech-Nut's use of radio. Well written piece on how national advertiser is using radio.

F. Keith Trantow
Supervisor, Network Policy
NBC

The first issue of U. S. RADIO just landed on my desk. The "Shoestring Sell" article on Wedgewood's use of radio is particularly interesting and full of useful information. Would it be possible for you to send us 100 reprints for our FM sales staff?

Clark Kelsey
Promotion Mgr., KEX
Portland, Oregon

It appears that for this first edition, from the "Airwaves" to the ads, each member of what has to be an excellent staff, has done a wonderful job.

Edward J. Breen
Breen and Ward
N. Y. C.

Congratulations on your first issue of U. S. RADIO. You have spawned a very lusty baby that shows every promise of growing up fast.

Joseph T. Connolly
Vice President, WCAU
Philadelphia

In this initial issue I am delighted to see that you have . . . support from so many of radio's leaders, happy also that . . . John Blair & Company is among them. More power to you and your fine group of associates.

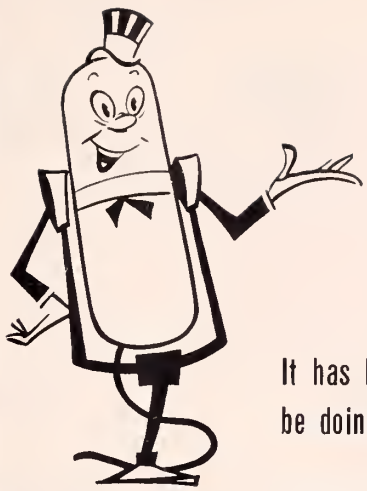
Paul Blakemore
Director of Advertising
John Blair & Company

Have just read through your first edition of U. S. RADIO. This is the first magazine in years that I have taken the time to read from cover to cover.

Fred Webb
Manager, WMFS
Chattanooga

Congratulations on your wonderful new venture and my sincere good wishes for the great success I know U. S. RADIO will achieve.

John F. Box, Jr.
Executive Vice President
The Bartell Group



U.S. RADIO . . .

. . . the monthly magazine for buyers and sellers of radio advertising.

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

U. S. RADIO . . . the monthly magazine devoted 100% to radio advertising.

10,000 circulation . . . 6,000 copies each month to advertisers and their agencies.

Shooting for your budget!

Wcue

is Number 1 in Akron!

Between 8 a. m. and 5 p. m. daily, WCUE delivers more listeners far your ad dollar than any other Akron station. (In all other periods, just a whisker away from first.)*

See your JEPCO Man for details . . . or call WCUE Sales Veep, Jack Maurer, FRanklin 6-7114.

**Cost per thousand study based on Pulse, July 1957*

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President
Akron, Ohio - WCUE / WICE - Providence R. I.

National Representatives The John E. Pearson Co.

WHAT'S *NEW AT WEBC?

Just about EVERYTHING!

*NEW RATINGS

Hooper and Pulse both agree. . . . in the Twin Ports, it's WEBC.

New August-September Hooper confirms August 1957 PULSE to show WEBC with more listeners than all other Duluth-Superior radio stations. Ratings show steady growth over the past two years, and still going up.

*NEW EQUIPMENT

at WEBC has all been replaced with the best available. Our transmitting equipment is all *new* since our change to 560 K.C.

*NEW 24 HOUR OPERATION

with music, news and patter. Results already prove the value of this extended operation.

*NEW OFFICES

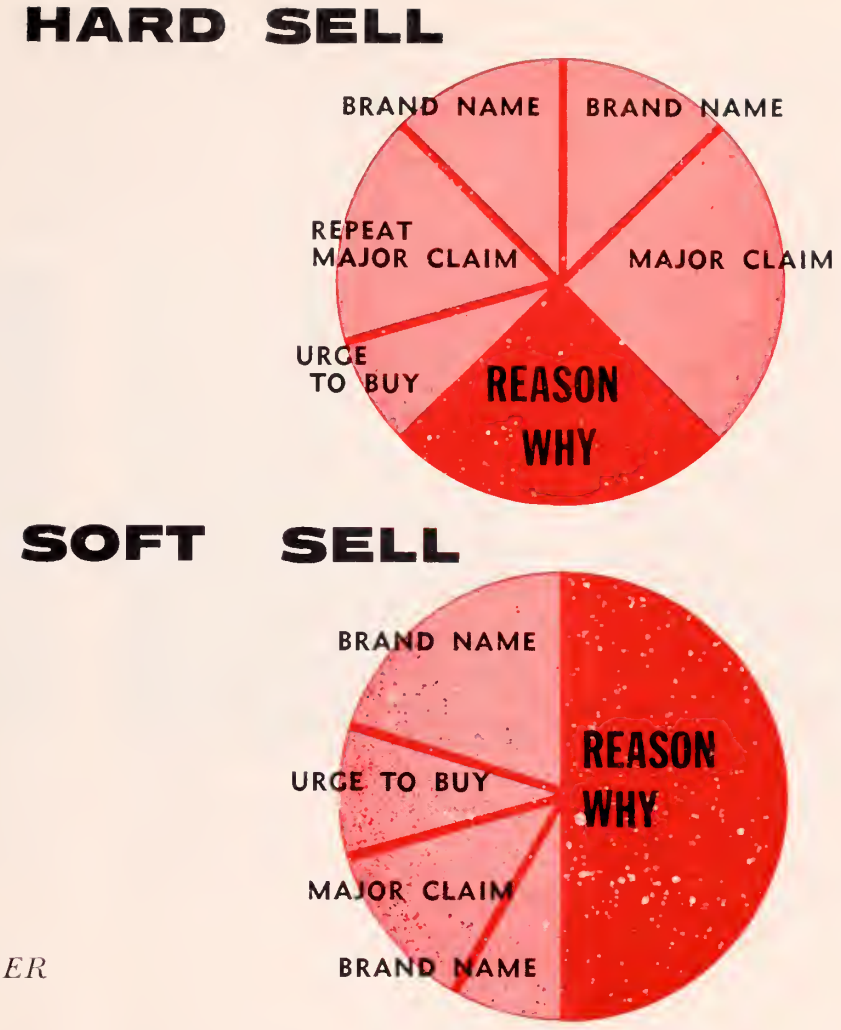
Our new offices have been completed . . . arranged for top efficiency. Visit us whenever you can.

WEBC

560 kc 5000 watts

FIRST IN DULUTH & SUPERIOR

Rep. George P. Hollingbery Company



U. S. RADIO • NOVEMBER 1957

agency men sound off:

Hard Sell and Soft Sell

Agency Executives Give Pros and Cons On These Commercial Approaches

"ED MAHONEY, vice chairman of the creative board and vice president in charge of radio-tv, Cunningham and Walsh, translates soft sell and hard sell radio commercials into the visual terms shown above. "Soft sell," said Mr. Mahoney, "usually expands one or more ingredients of the hard sell commercial (in this case the reason why). But since there are many possible variations you should not try to restrict yourself to any set formula."

A feud which in recent years years has stirred up much controversy among agency men seems to be burning itself out.

It is difficult today to find an agency spokesman who is willing to stand up and be counted on either side of the familiar hard sell versus soft sell scrap.

Not only do agency men refuse to defend one sales approach against the other, but there is a surprising reluctance in some quarters to accept the two techniques as separate and distinct means to the same end . . . moving the client's goods.

When asked to define hard sell and soft sell, John Esau, radio-tv copy chief for N. W. Ayer & Son, said, "I would like a definition, too. The labels hard and soft sell have been used and misused so much that they no longer have any specific meaning. They are an advertising cliche that gets in the way of the

THE CREATION OF A COMMERCIAL: BBDO CHOOSES MUSIC FOR "ZEREX"

1. TO EXPAND AUDIENCE this fall Du Pont's "Zerex" anti-freeze will concentrate on spot radio using new jingle. Decision is being made by group above (left to right) Arnold Leo, radio-tv copy group supervisor; Art Bellaire, vice president in charge of radio-tv copy; Bill Hurst, copywriter; Wells Newell, account executive, and Joe Hornsby, jingle writer.

2. WORDS AND MUSIC get together through efforts of jingle writers Joe Hornsby and Ben Allen with an assist from Bob Davis (behind piano). Davis is the manager for the "Honeydreamers," vocal group that was selected to do the recording for "Zerex."

3. THE HONEYDREAMERS RECORD the brand new jingle while BBDO executives look on from inside control room. Singing the jingle (left to right) are Kevin Gavin, Marion Bye, Bob Davis, Nan Green, and Bob Mitchell.

common aim . . . effective selling."

Robert Kirschbaum, vice-president in charge of radio-tv copy, Grey Advertising, said, "I would hesitate to try to define hard sell and soft sell at this point in the development of radio. There is no longer the clean cut line of demarcation that there used to be in commercials on the air. It would be rough to listen to a commercial and have to classify it as exclusively hard or soft sell."

Do's and Don'ts

While no one interviewed would support either sales school exclusively, each agency executive expressed definite views on the do's and don'ts of successful selling in today's markets:

- Mr. Kirschbaum said research is one of the keys to pinpointing audience and commercial technique.
- Ed Mahoney, vice chairman of

Commercial copy samples here illustrate Hard Sell (right) and Soft Sell (below). Ed Mahoney, vice chairman of the creative board and vice president in charge of radio-tv, Cunningham and Walsh, translates hard sell and soft sell into visual terms as expressed in the illustrations on preceding page.

	MUSIC UP AND UNDER
GIRL	(Sleepily) 'Morning, you brute. (KISS) Honey, I want to make your mornings even *nicer*. I hate to see you coming in to breakfast unhappy after *raking* your face with that old razor. I'm going to buy you one of those new *Eversharp Schick Injector Razors*.
	MUSIC UP, THEN UNDER
	They give you Light-Touch shaving . . . shave your *whiskers*, not your face . . . and I love your face . . .
	MUSIC UP, THEN UNDER
	It only costs a dollar, but they give your dollar back, or even better, $1.46 worth of blades free. So I'll buy you one today, my sweet . . . an all-new Eversharp Schick Injector Razor. . . . Hurry home.
	MUSIC UP AND OUT

ANNCR:	BRISK FLUORIDE TOOTHPASTE starts instant action against tooth decay—even if you brush in a rush!
GIRL:	TOOTHPASTE . . . TOOTHBRUSH
BOY:	TOOTHPASTE . . . TOOTHBRUSH
	MUSIC
GIRL:	WHEN YOU ARE LATE AND IN A RUSH TO CLEAN YOUR TEETH . . . DO YOU REALLY BRUSH?
BOY:	OR DO YOU JUST . . . BRUSH IN A RUSH?
GIRL:	BRISK HELPS PROTECT YOU FROM DECAY STARTS INSTANT ACTION
BOY:	RIGHT AWAY!
BOTH:	EVEN IF YOU BRUSH IN A RUSH BRISK FLUORIDE TOOTHPASTE!
ANNCR:	You should brush your teeth thoroughly but when you have to brush in a rush, BRISK FLUORIDE TOOTHPASTE starts instantly to fight tooth decay. BRISK actually helps strengthen tooth enamel instantly on contact! And BRISK instantly destroys most bacteria that cause mouth odor and decay. For instant action . . . even if you *brush in a rush*, get BRISK FLUORIDE TOOTHPASTE.
GIRL:	BRISK HELPS PROTECT YOU FROM DECAY STARTS INSTANT ACTION
BOY:	RIGHT AWAY!
BOTH:	EVEN IF YOU BRUSH IN A RUSH BRISK FLUORIDE TOOTHPASTE!

BBDO's best brains produce a commercial in the new advertising tradition . . . words and music designed to sell hard in the soft manner

4. KINKS ARE TAKEN OUT as tape is checked and edited by (left to right) Ben Allen, John Dean, BBDO radio producer, Joe Hornsby, Tom Nola, engineer, and Bill Hurst.

5. COMPLETED COMMERCIAL SOUNDS fine to (left to right) Wells Newell, Art Bellaire, Joe Hornsby and Ben Allen. Client will hear disk for the first time on following day.

GROUP (SINGING)
ZZZZZEREX protects with MR-8!
ZZZZZEREX protects with MR-8!

SOLO (KEVIN GAVIN)
What makes ZEREX ANTI-FREEZE so great?

SOLO (MARION BYE)
MR-8!

GROUP
MR-8!
ZZZZZEREX by Du Pont with MR-8! ——
Is anti-rust, anti-acid—won't evaporate!

SOLO (KEVIN GAVIN)
And what makes ZEREX ANTI-FREEZE so great?

SOLO (MARION BYE)
MR-8!

GROUP
MR-8!

ANNOUNCER
It's the MR-8 in Du Pont Zerex that makes the big difference in anti-freeze today. ZEREX anti-freeze will give your cars' cooling system *unequaled* protection against acid, rust and corrosion all winter long—and it won't rot radiator hose. Zerex, the *premium* permanent-type anti-freeze, is made and backed by Du Pont . . . your *guarantee* of quality.

GROUP (SINGING)
ZEREX by Du Pont with MR-8——
Is anti-rust, anti-acid—won't evaporate!

SOLO (KEVIN GAVIN)
See your dealer—and make a date!

GROUP
To get ZEREX—with MR-8!

the creative board and vice president in charge of radio-tv, Cunningham and Walsh, said that both hard sell and soft sell do have their legitimate place in modern advertising, but that the agency must be flexible in using them.

• Dr. Tibor Koeves, vice president, Institute for Motivational Research, Croton-on-Hudson, New York, concurred in Mr. Mahoney's views, and added the Institute's findings on the psychological reasons behind the effectiveness of hard sell and soft sell. (See below.)

• Joseph Stone, vice president, J. Walter Thompson, deplored the bad taste of many hard sell commercials, and blamed their continued use on uninformed clients.

• Arthur Bellaire, vice president in charge of radio-tv copy, Batten, Barton, Durstine & Osborn, pointed up the importance of adapting commercials to the changing needs of the client.

Growing Role of Research

Mr. Kirschbaum attributed the blurring of the line between hard and soft sell to the growing role played by research in advertising today. He pointed out that "before research we flew by the seat of our pants. If a product sold at the moment that was all we wanted to know. Now there is no more guess work to knowing the type of audience you are trying to reach with a certain product. The guess work lies in what to do to sell the product to that particular audience, and pretesting is taking the guess work out of that."

Mr. Kirschbaum said that research has shown that you cannot reach and sell most audiences today by using either hard or soft sell exclusively. You must tailor-make your commercial to your audience, which very often will necessitate a combination of the two techniques.

Mr. Mahoney agreed that hard sell and soft sell are "relative terms depending on the product and the problem." Mr. Mahoney mentioned that impulse, often low-priced products like chewing gum frequently lend themselves to the high power pitch. On the other hand, heavy industry or expensive goods to which the consumer must give considerable thought, often employ low pressure techniques successfully.

Dr. Koeves, agreed with Mr. Mahoney that hard and soft sell still have validity as both terms and approaches to selling. He defined hard sell as "an overstatement . . . the direct and often repetitious hammering home of each point." Soft sell, he said, "is understatement. It is modest, sparse and reticent." He revealed that research done by the Institute has shown that the effectiveness of hard sell rests on four major psychological points:

The Reasons Why

1. It promises emotional excitement.

2. Hard sell provokes the desire to own or use a unique or outstanding product by playing upon the listener's desire not to be left out of a good thing.

3. It relieves the consumer's misery of choice by offering him the best in the field.

4. By fulfilling the first three functions, hard sell tends to obliterate the image of competing products.

(Cont'd on p. 49)

Total Budget To RADIO

Pacquins—Silk 'n Satin—Ben-Gay Abandon Other Media For Second Year

For the second successive year Thomas Leeming & Co., Inc., makers of Pacquins, Silk 'n Satin and distributors of Ben-Gay, is pouring into radio its entire advertising budget, estimated at $2,500,000.

According to Charles F. Junod, general sales and advertising manager for Leeming's, "We found that radio was cheap, and gave us the frequency we were after. We decided to go whole hog into radio and out of print last year. We're doing the same thing again this year. The results speak for themselves."

Donald L. Carter, account executive for Leeming's agency, the William Esty Company, said that they are running a spot radio campaign using 276 stations in 187 cities across the nation. The Pacquins buy began October 21 and will continue for six months.

According to Adlai S. Hardin, vice president and account supervisor at Esty, "We cover all areas in the U. S. except for two counties. We reach nearly everyone who owns a radio, using a minimum frequency of 25 spots per week per station."

This is approximately the same schedule used last year, with the spots about evenly divided among the three products.

The measure of the buy's success last year was taken by John O'Connell, assistant to Mr. Junod: "We've had a very favorable trade response," he said, "and, if consumer mail is an indication, we had four times more letters last year than we usually have."

Esty Buys Daytime Radio

Esty buys daytime spots for Leeming, and wherever possible they prefer to air their commercials on news shows or to have them done by local personalities.

"Prior to last year," Mr. O'Connell said, "our major advertising efforts had been in Sunday newspapers both in the comic and supplement sections. We were proud of our high readership which had continued for many years. And our sales had shown steady growth.

"We used this medium well, and our only reason for considering a change was that we felt we had been there too long, and consumers were accepting us as a matter of course. The recommendation for a switch came from Esty," Mr. O'Connell stated.

"All media were looked into and tv, our first choice, had to be discarded because of cost, as did daily newspapers. We needed mass coverage. Radio did not offer us this coverage on a limited scale, so we had to go into it with no reservations," Mr. O'Connell explained.

"We found that by buying on what we considered to be a saturation basis, cost became low and frequency so high that we were bound to hit all families that listened to radio at all sometime during the week."

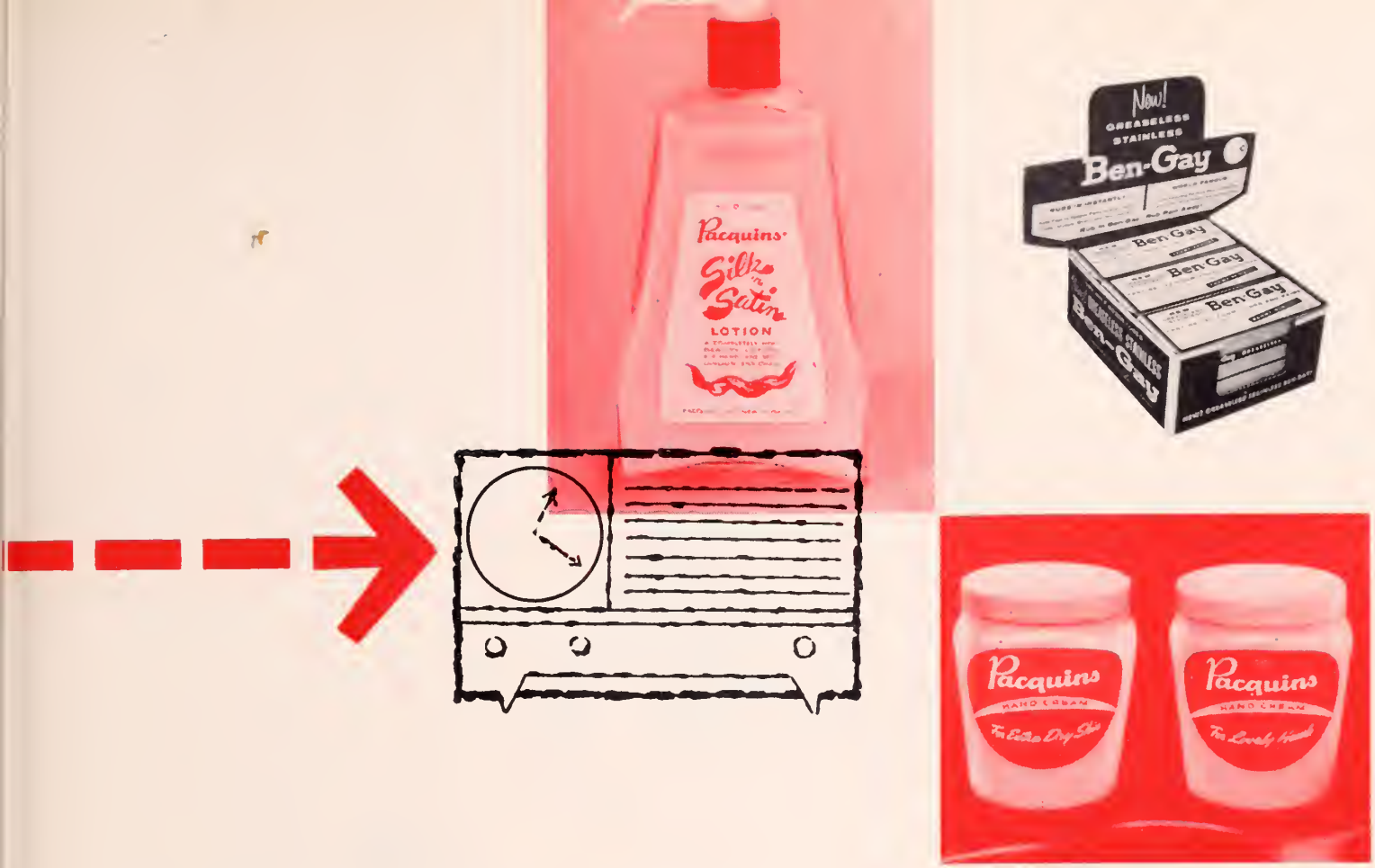
Mr. O'Connell pointed out that Leeming confined itself to a winter campaign because their research and their sales have shown that women do not buy hand cream or lotion during the summer months. Ben-Gay sales drop in the summer, too, of course, because colds do not occur as often.

Ben-Gay Sold Differently from Silk 'n Satin

The sales approach to the commercial copy differs from product to product. The Ben-Gay copy is "Simple and straightforward," according to Esty's Don Carter. There are no gimmicks, and one announcer usually reads a factual message.

"We believe, however, in a basic soft sell," said Mr. Carter. "We don't use high pressure methods."

Two entirely different appeals are used for Pacquins, a cream, and



Silk 'n Satin, a lotion. While both aid skin beauty, Pacquins is pitched as a utilitarian, indispensable remedy for women who work with their hands. Here is a typical commercial for Pacquins:

> You know how people will start talking when they're waiting for a bus. Well, that's how I started talking to this nurse the other morning. I don't remember how we got on the subject of hands, but what she had to say was pretty interesting. I never stopped to think about it before, but she said a nurse's hands really take a lot of punishment. She said their hands are in disinfectants and water sometimes as often as fifty times a day. So it really interested me to find that she and many nurses use Pacquins Hand Cream to keep their hands soft and smooth. I never knew there was anything so special or different about it, but she told me that nurses prefer Pacquins . . . because Pacquins was originally made for doctors and nurses, and that's why it's so rich, and is even healing for sore, cracked skin. Well, I said, no wonder you nurses rely on Pacquins. Oh yes, she said, in fact there was a survey just recently that showed more nurses use Pacquins than any other hand preparation . . . cream or lotion. And I'll go along with them, because I've been using Pacquins ever since I talked to that nurse, and my hands feel smoother and look better than ever.

In 1928, according to Leeming's Mr. Junod, Pacquins was sold to the public for the first time. Originally made for doctors, dentists and nurses, Pacquins was so satisfactory that the patients who had heard about it began asking for some themselves.

Pacquins Commands Brand Loyalty

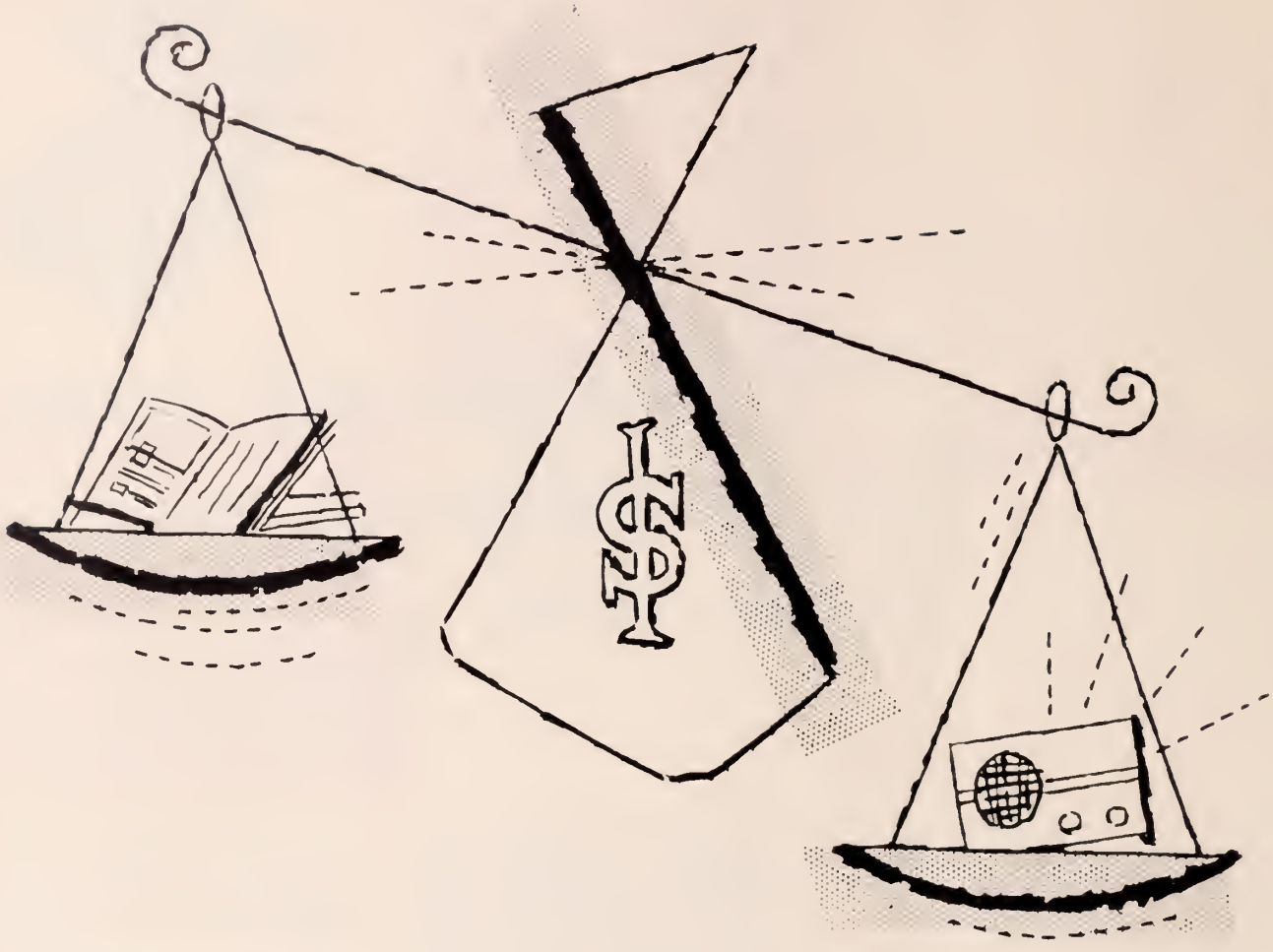
"Once we get a customer, we usually keep her," said Mr. Junod. "We find great brand loyalty for Pacquins. In fact, Leeming's does half the hand cream business in the country, and we rely on quality to sell our products."

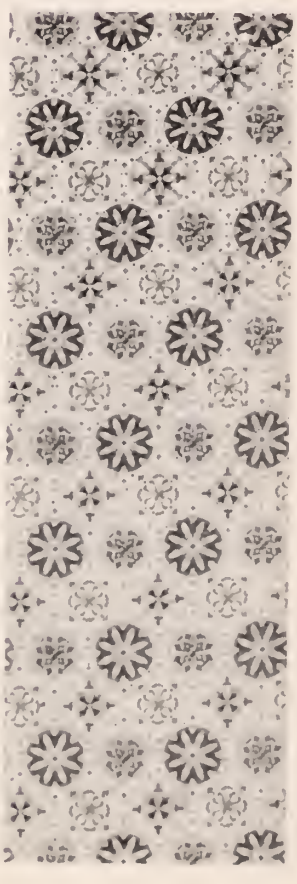
The name, Pacquins, appeared for the first time when Leeming's was preparing to launch it on the public market. Someone said, "Let's get a winning package," which was soon translated into "Pacquins," after a French twist had been added.

Silk 'n Satin, a more recent addition to Leeming's beauty line, is approached on a glamor basis . . . whereas Pacquins is sold as a necessity no woman can do without, Silk 'n Satin is marketed as a luxury every woman can afford. Here is a sample Silk 'n Satin radio commercial:

> Chant: SILK 'N SATIN!
> Now you can satinize every inch of skin with this softening lotion—Silk 'n Satin!
> Woman: With Pacquins' Silk 'n Satin you can satinize every inch of skin.
> Chant: SILK 'N SATIN!
> You'll see new youthful beauty from the lanolin in this softening lotion—Silk 'n Satin!
> Woman: Your skin begins to wake up when you use Pacquins' Silk 'n Satin. You'll see how it drinks in this soothing, softening lotion—so rich in lanolin. And more than lanolin — Pacquins' Silk 'n Satin lotion contains a humectant to refresh and moisturize your skin. No wonder it satinizes.
> Chant: SILK 'N SATIN!

Whether the commercial is Silk 'n Satin, Pacquins, or Ben-Gay Leeming's faith in radio last year paid off so well that they're going back for more of the same this season, to the exclusion of all other media. In the words of John O'Connell: "We think we've got something." • • •





the shoestring sell:

Waverly Fabrics Bolts to Radio

Radio Expenditures Increased
By 50% During Past Two Years
. . . 80% Of Budget Now Goes To Radio

Client and agency representatives who spearheaded Waverly's switch from print to radio.

Edwin H. Bostick, advertising manager for Waverly Fabrics.

Norton H. Sobo, executive on the Waverly account at Ehrlich, Neuwirth & Sobo, Inc.

Two years ago Waverly Fabrics, a division of F. Schumacher & Co., was spending approximately 30% of its advertising budget for radio. Today the firm allocates 80% to radio, a phenomenal 50% increase. Out of a total appropriation of $500,000, a whopping $400,000 is earmarked for radio.

The switch to radio has resulted in increased sales for Waverly, a new source of revenue for local stations, and a financially feasible way for the retail stores to use Waverly's advertising allowance.

Previously, Waverly had been using radio to a limited extent on a regional basis, with the rest of their money going into the printed media. The big change-over came when the firm awarded their account to Ehrlich, Neuwirth & Sobo, Inc., a medium-sized New York agency.

Norton H. Sobo, a principal of the agency and account executive for Waverly, said that the agency's determination to swing the budget to radio was based on these conclusions about the medium:

- Radio is local
- Radio is a primary medium
- Radio is a merchandising medium.

Switch From Print

All of this added up to the switch from print. According to Mr. Sobo, "There is nothing like radio's local approach. What magazine has its hot little hands on the local level? They offer only a very institutional support to advertising. Radio is local and is purely merchandisable."

The spectacular results achieved by the move to radio have delighted Waverly's top brass, who give all the credit to the agency. "We've never seen an agency get more out of a modest ad budget ($500,000)," said Edwin H. Bostick, advertising manager for Waverly.

"One of the problems that had to be licked when we took over the account," Mr. Sobo said, "was that Waverly was offering money that nobody wanted. They were allowing five cents per yard credit to the retailer for advertising. But Waverly couldn't give the money away.

"Five cents didn't begin to pay for space in newspapers, especially in big cities. Little stores didn't buy enough yardage for the five cents to mean anything. Figure it out . . . 500 yards would bring a credit allowance of $25.00. With our radio plan, the money is buying something," Mr. Sobo said.

Not only is Waverly happy about its increased sales, but so are the local stores who have finally found a workable answer to the problem of making their five cent advertising allowance pay off.

Stations across the country are applauding Waverly's precedent-making use of radio, because they feel it opens up a whole new source of revenue for radio . . . the fabric industry.

In July, 1956, Waverly bought seven weeks of ten announcements on NBC's "Monitor." Before the seven weeks were up they bought six more to complete a 13-week cycle, and then put in an order for another 13 weeks.

Along with the network spots, ten second adjacencies were made available to NBC's affiliates for sale to local stores. With helpful hints from Ehrlich, Neuwirth & Sobo, they succeeded in selling a total of 13,000 spots to 2,376 department and specialty stores all over the U. S.

Stations Sell Stores

George Graham, director, NBC radio network sales service, explained the high local sales record this way: "Stations weren't just going to go overboard for the network show alone. We had to give incentive to the stations to make them care. By showing them how to sell the local stores we, through Waver-

(Cont'd on page 26)

Ray Goulding and Bob Elliot will alternate new Waverly spot series with Fibber McGee and Molly beginning January 24 on NBC's "Monitor."

ly, made the whole buy very attractive to our affiliates.

"We showed the stations how to get to the stores. A comprehensive merchandising and promotion kit was sent to every station, pointing up the network-station-retailer liaison.

"Simple tips such as telling the station how best to approach the store were incorporated," said Mr. Graham. "The role of the head buyer in relation to the advertising manager was pointed out. We showed how the store buyer determines the advertising policy for his department."

Stations arranged closed circuit broadcasts for the store executives who, by invitation, gathered in the office of the local station's general manager. In this way Waverly and the stations pre-sold the stores on the campaign.

Further pre-selling was done by station participation in store sales meetings, where the whole story was told in sound by the talent doing Waverly segments.

"Pre-selling the campaign at the local level to the stations, the stores, and the Waverly salesmen paid off. The actual broadcasts are the third step in a one-two-three barrage," according to Mr. Graham.

Waverly Buys 'Monitor'

Starting on January 4, 1958, Waverly is buying a total of 20 five minute vignettes on "Monitor." There will be ten on Saturday, ten on Sunday, alternating between Bob and Ray, and Fibber McGee and Molly.

The talent will do skits and integrate the commercials. The copy has been set up to embrace a timely and topical theme to sell Waverly fabrics. The whole pitch will center around the need for a "return to individuality."

Picking up the widely discussed trend to conformity by Americans, the copy will emphasize that every household can be different in its home decoration by virtue of the many patterns offered by Waverly Fabrics.

"The appeal," Mr. Bostick said, "is that every home can and should be tailored to the individual family instead of duplicating the neighbor's. Fibber McGee and Molly, Bob and Ray will talk about how cars, houses, and neighborhoods have the same, undistinctive look. They will show that a non-conformist, personalized home can be achieved by a difference in decoration."

The commercials will not single out any patterns. Customers will be urged to see the Waverly selection at the local store.

"In essence, the local store is sponsoring the entire vignette as far as the listeners are concerned," Mr. Bostick said.

Many stores are so excited by their radio partnership with Waverly that they are undertaking on their own to use elevator cards and window displays which advertise Waverly on radio.

Radio's solution to Waverly's advertising problem is being closely watched by the rest of the fabric concerns, many of whom have indicated that radio may hold the answer for them. Gillistran Carpets is sure of it, NBC reports, for they are going to apply the Waverly plan themselves beginning next March on "Monitor." • • •

On Taking Sides

Editorializing Survey Shows Some Results And Many Reservations

There are four distinct prejudices against editorializing on the air harbored by local radio stations—but they have not proved valid where editorializing is actually in practice, according to a U.S. RADIO survey.

Stations which do not editorialize —and they are the great majority— list the following reasons (in order of frequency):

1—Fear of antagonizing segments of the audience or advertisers.
2—Lack of time and highly trained newsmen.
3—Worry over granting equal time to anyone with a diverse opinion.
4—Belief that it is not their job. ("Too much work." "The wire services cover the news very nicely." "Our job is entertainment.")

Of the stations which favor editorializing, some limit their opinions to crusades for civic betterment, but most claim the right to speak out on any subject. One of these, WADS, Ansonia, Conn., covers "local, national and international" issues "because people want to know our opinions. We have had no adverse reactions from sponsors—just comment. The general public's reaction is excellent. People call and write us asking us to take a stand on certain issues. They listen for WADS editorials."

Wide Area

Stations are editorializing today on everything from delinquency to defense, high schools to Hoffa, politics to playgrounds, streetcleaning to "Sputnik." One station manager, more conservative, says he has come out "against sin and for motherhood."

But in the wake of the recent upsurge of interest in editorializing, spotlighted by Oregon Governor Robert D. Holmes' statement last month to the Region 8 NARTB conference that "political eunuchs are scorned; scorned by legislators, scorned by your listeners and viewers," many stations still think the price is too high.

WSVA, Harrisonburg, Va., sums up its stand tersely: "With the mixed population we have, certain aspects of any editorial matter would not sell well." Similar situations are reported by KMHT, Marshall, Texas: "Too reactionary in this market at this time," WYTI, Rocky Mount, Va.: "The newspaper here has received considerable criticism since this is a small town. We have stayed away from it, since we want to entertain, not criticize," and KLGN, Logan, Utah: "A small station with a small staff in a small

"As a network we do not take an editorial position. However, competent newsmen and commentators are entitled to express an opinion as long as it is labeled as such. We feel a man is competent who (1) is trained in the phase of the news with which he is dealing, (2) is in a position to know the facts of the situation, and (3) labels his position."

Bill McAndrew,
NBC director of news.

"We at Mutual compare ourselves to the major wire services and in particular to their feature adjuncts. We limit our editorial activities to the commentators we place on our daily broadcast schedule, who are men, clearly labeled as editorialists, and can be scheduled or rejected from their schedules by our affiliates. The owners and operators of these stations have the final word in what they will not have transmitted over their facilities."

Norman Baer,
MBS director of news and special events.

community can find itself in the 'hot seat' with the public."

"Advertisers have points of view, too," WWFB, Tampa, points out. "To disagree with them and have a spot next to the point of view they don't like, usually kills off the golden egg." And from WBBA, Pittsfield, Ill.: "It's a little more difficult to editorialize in a small market for reasons with which anyone who has lived in a small town is thoroughly familiar."

Shortage of Commentators

A great majority of the stations frankly admits that one of the reasons for not airing editorials is the lack of highly trained commentators. "Editorializing demands scope and insight far beyond regular news reporters" (WQUA, Moline, Ill.). "Editorializing requires a great deal of time and preparation not available to small market stations with limited staffs" (WFIW, Fairfield, Ill.).

KPDN, Pampa, Tex.: "A small operation such as ours does not have personnel for editorializing. An editorial must be done by authority. This takes research and experience." KCIL, Houma, La.: "We work with a small but competent staff, and since duties are doubled there is no time for preparation of editorial type news."

Of course, there are the stations which just don't believe in editorializing. WDVA, Danville, Va., says, "We present the facts of the news; our job as a medium is to report, not to attempt to influence opinions." And KRMG, Tulsa, which has had "adverse reaction from the public" to editorials, feels that people "want the news reported factually."

"Our job," WMFS, Chattanooga, agrees, "is entertainment, information and education—not opinionated or slanted views on any subject. It is the individual's right to make up his own mind." WARM, Scranton, concurs: "We operate for the purpose of disseminating news—not interpreting it. Our listeners prefer to draw their own conclusions, and we prefer not to make up their minds for them."

Helpful to Community

But do radio editorials "make up their minds for them?" Not necessarily, say the stations that have tried them. In fact, the discussion caused by the programs, according to WJOB, Hammond, Ind., "is definitely helpful for community life." "The public likes nothing better," says KDYL, Salt Lake City, "than to call or write a station, either objecting or lauding recent broadcasts. A state of apathy generally exists here—until we hit home on a particular subject."

In more than eight years of editorializing, WAVZ, New Haven, has "acquired a deeply rooted reputation as the conscience of the community and as the spark-plug to get things done," Daniel W. Kops informed an NARTB conference in Schenectady, N. Y., last month.

"When we began editorializing two years ago," Tim Elliot of WCUE, Akron, told U. S. RADIO, "we had an excellent reaction from the public, although we had thought we'd be panned. We even endorse candidates and issues in local and state elections without any squawk from the parties. That's probably because we screen candidates and issues on their individual merits before checking the party label."

Here are some other typical reactions to radio editorializing: KPQ, Wenatchee, Wash.: "The public thinks more of us. It proves that we

"We reserve the right to editorialize and consider that the individual stations should have the right to editorialize.

"We give the widest latitude to our commentators and analysts—provided they are qualified by training, background and experience—to express opinions, and we maintain a balance of points of view so that all phases of opinion are available to the public."

John Daly,
ABC vice president in charge of news, special events, sports, and public events.

"CBS lustily defends its right to editorialize but prohibits bias in its newscasts. While occasions arise when a network feels called upon to take an editorial stand on controversial issues in the news, it isn't the role of CBS news broadcasters to assert such editorial comment. Such an editorial broadcast should not be incorporated into an established news format, but should be independently presented and clearly labeled. This is part of our responsibility as a broadcast news organization which supplies the day's news to millions."

John F. Day,
CBS director of news.

have the guts that many in our industry seem to lack. We have not lost an advertiser, and have gained several."

WCLI, Corning, N. Y.: "We have lost some advertisers, but have gained more. The general public loves it. We print scripts as aired daily and mail them to those who write-in." KRXK, Rexburg, Ida.: "No adverse reaction from advertisers who are part of the general public. We have made some individuals mad, but the overall acceptance has been excellent."

Favorable Reactions

KOLS, Pryor, Okla.: "Reactions from public and advertisers are very favorable, although the editorializing is done strictly from the station point of view—without regard to effect on the advertiser or listener."

WMCA, New York, which airs ten regularly scheduled editorial opinion programs weekly: "We have recieved no unfavorable response." WMUU, Greenville, S. C.: "Editorials have been well accepted by the general public."

WMUS, Muskegon, Mich.: "Advertisers for the most part recognize our rights to editorialize, and do not hold animosity for editorials even when they affect the interests of the advertiser in some way. Public reaction depends on which side of the fence the listener stands. For the most part our comments have been favored by the majority."

All Issues Aired

Most of these stations claim the right to editorialize on any subject that they feel warrants attention. Typical is WNOE, New Orleans, which has recently aired opinions "on local issues such as the police department 'shake-up,' and also on the election of James Hoffa, and on the undesirability of certain 'filthy' magazines being displayed and sold to teenagers on New Orleans street corners."

Gordon McLendon aired a labeled editorial 16 times in one day over his Texas Triangle stations—KLIF, Dallas; KTSA, San Antonio; KILT, Houston. Calling the launching of Russia's Sputnik "the blackest day for the United States since the British armada lay off her coast in 1776," he urged a crash program in the guided missile field.

KAFY, Bakersfield, Cal., will soon begin extensive editorializing to speak out on "any problem we feel needs public attention. We will concentrate on local problems and on situations we feel the public should write Sacramento or Washington about. We can't think of any reason why a radio station should not editorialize on the air."

"We prefer," states WCAU, Philadelphia, "to present opposing points of view on controversial issues, cast as much light as possible on the topic, and then let our listeners make up their own minds. In this connection we do a considerable amount of public affairs broadcasting."

WMCA, New York, sums up the attitude of these broadcasters: "We editorialize on all issues of a public nature."

Many of the stations which air opinions *do* restrict themselves for reasons of geography and history, but then how many newspapers rise above sectionalism and deep-rooted ideas on their editorial pages? Not many.

A start has been made and many examples set for those who said it could not be done. How far editorializing will go depends on the ability and the courage of the local stations and of the networks. • • •

Pocket-Sized Super Salesman

RAB PRESIDENT Kevin B. Sweeney, armed with portable tape play-back machine, leaves office en route to sales call on national advertiser.

DAILY SALES MEETING attended by national account executives listens to John F. Hardesty, RAB vice president, who uses the machine.

PHILLIP MORRIS CIGARETTES' brand advertising manager, John T. Landry, hears tapes with Vin Riso, RAB national account executive.

AT ADVERTISING AGENCY, playbacks are presented by Mrs. Patti Thiebaud of RAB. Listening to the portable tape machine for McManus, John and Adams are (left to right) Cal McCarthy vice president; Bridge Griswold, account executive; and Henry Halpern, vice president.

When a national account executive from the Radio Advertising Bureau delivers a presentation to an agency or advertiser these days, he brings along one of the most effective salesmen in years—a compact cartridge which lets the advertiser know what the other fellow is doing.

The cartridge contains up to five minutes of taped commercials and statements of successful radio advertisers, and can be played back on a portable Mohawk Message Repeater to as many as 200 assembled persons or over a public address system.

"Selling sound with sound" is an outgrowth of the annual National Advertising Clinics, where awards for the eight outstanding radio commercials of each year are presented. In the six months the cartridges have been used, as one RAB executive put it, "they have created more excitement than anything we've done before."

700 and More

The library now contains more than 700 national, regional and local commercials, with 115 in preparation and more coming in daily. In many instances, single advertisers are represented by multiple commercials.

The statements of the advertisers are, like the commercials, constantly updated. They are informal and often recorded in the subject's office while he takes calls and goes about

Small, Compact Cartridges Of Recorded Commercials "Sell Sound With Sound" But Are Almost As Small As A Cigarette Pack

his work. Typical is this excerpt from a message by J. Clark Mattimore, vice president of Kenyon and Eckhardt, on the "Pepsi Please" campaign:

"On the basis of our success let me assure you that I, for one, am convinced that radio lends itself to the type of merchandising that can create fabulous excitement both among consumers and among people in the trade."

Airline Success

And an airline contemplating a switch to radio could hear John Keavey, former domestic advertising director of TWA, saying: "Generally speaking, our reason for wanting to invest in radio is that we feel it is the all-persuasive medium which is with its audience day in and day out."

Accompanying the Message Repeater in many cases is a Vue-Graph slide projector which adds a picture presentation to the tapes. The Vue-Graphs are also used in regular RAB "radio basics" talks and special 45-minute special subjects presentations. • • •

Some categories and advertisers with commercials in the RAB's library

APPLIANCES
Wearever Aluminum
Hallite
Caloric
General Electric
Maytag
Motorola
Westinghouse
Philco
Electric Institute

AUTOMOTIVE
Dodge
Ford
Nash
Plymouth

FOOD CHAINS
Acme
Bohack
First National
Food Fair
Atlantic & Pacific
Clover Farm
National Tea
Kroger
I. G. A.
Safeway
Colonial
Thriftway
Zinks
O. K.
Fairbanks
Barber
Handy
Piggly Wiggly

AIRLINES
Eastern
TWA
United
Air France
KLM
American
Western
Northwest Orient
BOAC
Lufthansa
Pan-American

CIGARETTES
Camel
Cavalier
Chesterfield
L & M
Tareyton
Hit Parade
Kool
Viceroy
Regent
Parliament
Old Gold
Lucky Strike
Pall Mall
Philip Morris
Winston
Spud
Oasis
Newport
Salem
Marlboro
Kent

FOODS
Arnold
Keebler
Sara Lee
Pepperidge Farm
Beech-Nut Coffee
Old Judge Coffee
Nescafe
Levy's Bread
Spry
Diamond Salt
Franco-American Spaghetti
Sterling Salt
Cadet Dog Food
Chiquita Banana (United Frui
LaRosa Pizza Pie
Easy Glamor Cleaner
Cut-Rite Wax Paper
Waldorf Tissues
Scott Paper Products
Super Suds
Chock Full'O'Nuts
George Washington Coffee
Hills Bros. Coffee
Wilkins Coffee
Birds-Eye Foods
Merkle Meat Products
Sunshine Bakeries
Hydrox Cookies
Hi Ho Crackers
Good Humor Ice Cream
Hagan Ice Cream

RAILROADS
Southern Pacific

BEER
Rheingold
Schaeffer
Krueger
Falstaff
Knickerbocker
Jax
Pearl
Olympia
Hensler
Bavarian
Miller's
Hamm
Goebel
Stroh
Burgermeister
Blatz
Pfeifer's
Piel's
Rainier
Budweiser
Schlitz
Ballantine
Pabst
National Bohemian
Drewery's

DRUG CHAINS
Walgreen
Peoples
Owl
Cohen

CIGARS
Dutch Master
White Owl

DRUGS & COSMETICS
Ben Gay
Listerine
Paquins
Pepsodent
Barbasol
Johnson's Baby Oil
Colgate
Noxzema
Bronztan
Old Spice
Coty

SOFT DRINKS
Canada Dry
Squirt
Cott's Beverages
Grapette
Good Humor Beverages
Hires Root Beer
Schweppes
Coca-Cola
Pepsi Cola
Royal Crown Cola
7-Up
Sparklets

GASOLINE
Gulf
Mobilgas
Tydol
Sinclair
Texaco

• • •

focus on radio

A Quick Glance At Those People, Places And Events That Have Made News Around Radio-Land

WILD ANIMAL PROMOTION for Boston's WILD draws crowds to watch this lion who apparnily has a large sweet tooth devour ice cream in a downtown street.

WERE FOR SAFETY in Cleveland as station WERE, with the help of Patrolman Donald Ruch of suburban Bay Village, distributes "safety pumpkins" for youngsters to put on trick or treat bags. They reflect lights of oncoming autos.

NOTHING DOES IT like "Total Selling," Seven-Up's Ben H. Wells tells Broadcasters' Promotion Association at Chicago. The vice president for sales and advertising spoke on "How To Gear Advertising To Total Marketing."

THE PLANE FACTS are gathered by K-PAY's "Flying Stagecoach" over Chico, Cal. The four-place Tri-Pacer joined in with other searchers recently seeking a lost child.

TWO STATION PURCHASE is agreed upon by Herbert E. Evans, left, vice president of People's Broadcasting Corp. which made the purchase, and Gen. Luther L. Hill, president of Cowles Broadcasting Company which sold stations WNAX, Yankton, S. D., and KVTV, Sioux City, Ia.

DREAM HOLIDAY CONTEST over KONO, San Antonio is kicked-off by (left to right), Marcus Cohen of Wolff and Marx department store, Bob Johnson of Brooks Advertising Agency, John Kimberly of W&M, Jack Roth of KONO, and, seated, Norman Netter, president of W&M. Extensive saturation campaign of 45 days will employ over 1,400 announcements.

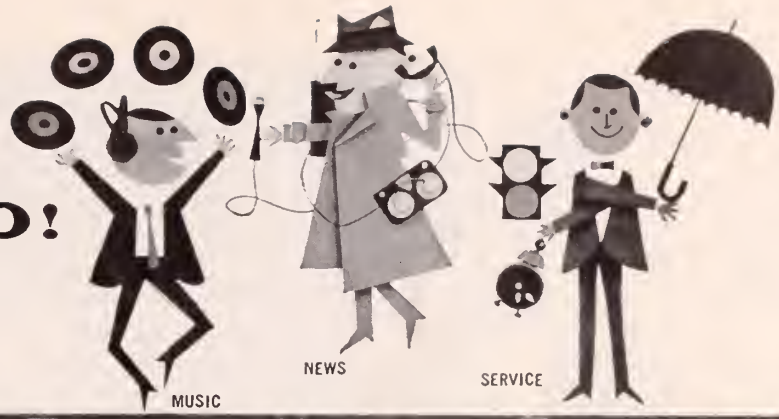
THE SILVER ANNIVERSARY of their association is marked with engraved plaque by (left to right) H. Preston Peters, president of Peters, Griffin, Woodward Representatives; Thomas K. Barnes, general manager WDAY, Fargo, N. D.; and Russell Woodward, executive vice president PGW.

NEW BROADCASTER' PROMOTION Association officers elected at recent Chicago meeting are (left to right) Charles A. Wilson, WGN, Chicago, first vice president; Montez Tjaden, KWTV, Oklahoma City, second vice president; and Elliott W. Henry, Jr., ABC, Chicago, president.

THERE'S A SOUND DIFFERENCE

Support the Ad Council Campaigns

ON WBC RADIO!



Over WBC, music is programmed with care, with skill . . . yes, with real art. Because it *is* a fresh, new art—the way WBC deejays serve up the records that keep listeners listening.

No run-of-the-mill record spinners. They're all distinct personalities, each one with a distinctive popular appeal. And, what's all-important—with a following! A big, tune-happy following!

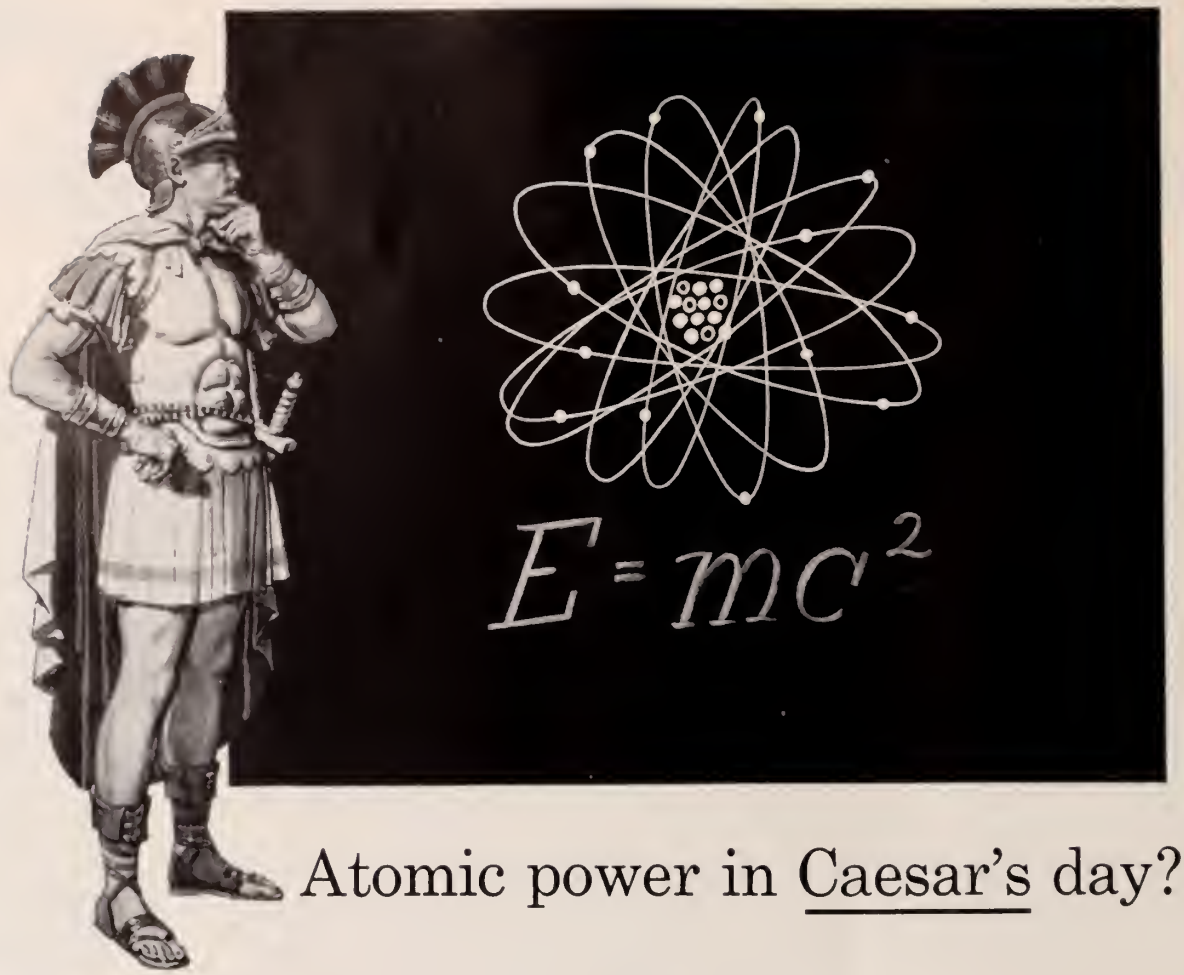
To get their ear, to prove that *No Selling Campaign is Complete Without the WBC Stations*, start calling A. W. "Bink" Dannenbaum, WBC VP-Sales, at MUrray Hill 7-0808 in New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO
BOSTON, WBZ & WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.



Atomic power in Caesar's day?

Certainly!

It was there, in the ground, in the air and water. It always had been. There are no more "raw materials" today than there were when Rome ruled the world.

The only thing new is knowledge . . . knowledge of how to get at and rearrange raw materials. Every invention of modern times was "available" to Rameses, Caesar, Charlemagne.

In this sense, then, we have available *today* in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only *knowledge* to bring them into reality.

Could there possibly be a better argument for the strengthening of our *sources* of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very *fate*—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

Yet this is the case

The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind *most qualified* to teach; overcrowded classrooms; and a mounting pressure for enrollment that will *double* by 1967.

In a very real sense our personal and national progress depends on our colleges. They *must* have our aid.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

HIGHER EDUCATION

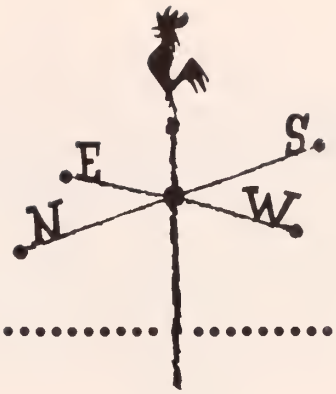
KEEP IT BRIGHT

PUBLIC SERVICE • ADVERTISING COUNCIL •

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

hometown USA

- Local Promotion
- Radio Registers
- Commercial Clinic



Local Programming: Innovations, Service and Fun

The vitality and flexibility of radio that makes it an increasingly greater value to the local advertiser and his agency was reflected in U. S. RADIO's first local programming survey.

The sampling that the average outlay for programming and talent among stations responding is approximately 30.8% of the total budget—with some stations claiming a whopping 70-75% and others reporting a tiny five to eight percent. Many of the latter stations are new and plan to increase programming expenditures with time.

There was definitely "no contest" when it came to the longest running programs used by one advertiser. Overwhelmingly — they were news. Many newscasts have been on the air for more than a decade; at least one for a generation. Far back in second place were music and religious broadcasts, and then women's, sports and farm programs, quizzes and local discussions.

The stations were also questioned on subjects ranging from their most-listened-to shows to their newest programs.

Regularly scheduled news and music shows head the "most-listened-to" list, with early morning "wake-up" programs close behind. Many stations, however, list women's features (trading posts, helpful hints, homemaking, telephone quizzes, interviews) as the top shows. Other categories mentioned were sports originations, religious hours, midnight to dawn disc jockeys and editorials.

Radio Hits the Road

"Mobile Radio," "beeper phones" and tape recordings are adding variety and even more immediacy to radio news. In Lake Charles, La., KLOU is "taking radio to the people and out of the studio." WILS, Lansing, Mich., goes a step beyond, inviting listeners to "call in and sound off on any controversial subject."

In St. Louis, KXOK broadcasts "capsule comments from listeners on all types of local and national subjects" during regular newscasts. And WJAG, Norfolk, Neb., has brought back its "Voice of the Street" interviews, a program that originally ran from 1932-1942. The roving man-on-the street has had "a surprisingly enthusiastic reception from those re-

(Cont'd on p. 38)

GETTING AROUND TOWN in new Isetta "gadabout," WWDC news director Joe Phipps tests vehicle which will broadcast Washington news first hand to D. C. and surrounding area.

RADIO-TELEPHONE SERVICE begins over KFWB, Los Angeles as vehicles line up for test broadcast. Participating are (left to right) Robert Hancock, general manager of Bryce Delivery; Robert M. Purcell, president of KFWB; Al Jarvis, KFWB disc jockey; and Ray M. Chaffee, vice president of the Business and Professional Telephone Exchange. KFWB has 135 of these cars.

membering the old 'Voice' and the newer generation as well."

A "hot line" is employed by KSIB, Creston, Iowa, "interrupting all shows for anything of local interest." WBBA, Pittsfield, Ill., sends its man-on-the-street to neighboring towns "to build up listener and sponsor interest in those areas." KXGN is "forgetting the clock" in Glendive, Mont., by "dropping program names and inserting events as they happen —not just at newscasts."

Mobile Reporters

The Los Angeles area is combed by its 135 KFWB "mobile reporter units, sending in news and traffic information via radio-telephone. And WWDC, Washington, has purchased a fire-engine red Isetta, which "travels area streets daily and nightly, broadcasting to the Washington area a first-hand report of news as it happens."

WKMH, Dearborn, puts the man-on-the-street in more precarious positions. On the "Mystery Studio," disc jockeys broadcast from old sites and urge the audience to guess where they are. Typical spots: a lion's cage at the zoo, the dog pound, the county jail, the museum.

Major innovations in local programming again come in the areas of music and news. Perhaps a symbolic gimmick is WNOE's, New Orleans "Top Flop" record of the week. On Friday the DJ's toss it into the Mississippi. This type of treatment — if not physically — is being given Rock 'n Roll by a growing number of stations.

Music Gets Sweeter

KGA, Spokane, has gone over to "the happy sound—good, listenable music all day and evening. No Rock 'n Roll. Top 40 only when it's 'happy,' but not raucous. Reception has been extremely favorable from both young and old."

WBRK, Pittsfield, Mass., has started a "Just Reminiscin'" program of old tunes "to neutralize Rock 'n Roll." KATE, Albert Lea, Minn., is "gradually returning to tuneful music and in general away from so called top 40."

WLRP, New Albany, Ind., plays "sweet, solid music. No hillbilly. No Rock 'n Roll." And WMIX, Mt. Vernon, Ill., reports that their "old music library has been completely cleared out and replaced entirely with the best hi-fi music obtainable in pop, standards, and easy music."

WTXL, Springfield, Mass., has "de-emphasized vocal selections, tending toward more instrumental music." WDEC, Americus, Ga., features "the playing of many older tunes and a lessening of the 'top' tunes of the day." WJPG, Green Bay, Wisconsin's "Escape" show consists of "fine quality music from 9 p.m. until midnight," and has pulled "the best letter response of any program."

Imagination has increased the quality of public service shows. Trenton, New Jersey's WTTM has a series of programs designed "to increase interest in higher education" among high school youngsters. All college freshman from the station's area are invited to send in brief descriptions of their college life.

Public Service Ideas

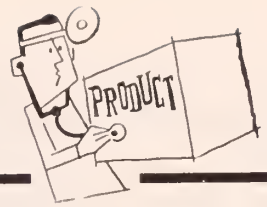
WSPR, Springfield, Mass., has installed a full-time teletype directly tied in with the U. S. Weather Bureau circuits. Aside from furnishing up-to-the-minute weather information, the station has installed an unlisted telephone in its newsroom for the use of school superintendents throughout the area. "On questionable mornings," the station reports, "as many as fifteen or twenty calls are received from school administrators to get the up-to-the-second opinions of our weather experts on whether or not school should be cancelled for the day."

In Seattle, Wash., nighttime disc jockey Bob Waldron is doing homework over the air "with great success —and formidable confusion." Waldron handles 200 calls per night on his two-and-a-half hour show, answering some questions himself and others by means of volunteer experts.

In a more serious vein, WCAU, Philadelphia's "Career Forum" series, a Freedoms Foundation Award winner, returned to the air this month for the thirteenth consecutive season. Scheduled for November are panel discussions on "Careers in Education," "Careers in Missile Technology," "Careers in Textiles," and "Careers in Nursing."

U. S. RADIO's survey shows that the old music and news patterns are, in varying degrees, breaking down in local station programming. The music is rocking less, and more and more the news is on-the-spot and off-the-dot, with live pickups and interruptions in the schedule for important items. • • •

commercial clinic



Station Execs Appraise Hard Sell and Soft Sell

After listening to agency spokesmen sound off on the relative merits of hard sell and soft sell elsewhere in this issue, U. S. RADIO went after the opinions of local radio stations across the country.

Asked to describe the commercial types they liked best and those they liked least the radio men responded in no uncertain terms, including in many cases examples to prove their point. Those to which they objected loudest and longest are listed below. Most of them fall into the hard sell category.

- High pressure pitch, specializing in nerve-frazzling repetition.
- Droning of long-winded lists of grocery and department store "specials."
- Use of gimmicks and effects that are obvious attention getters and bear no relation to the commercial message.
- Jingles with unintelligible words.

Commercial types that were praised to the skies usually came under the heading of soft sell.

- Ad libbed messages, usually by a local personality in the context of his show.
- Light, bright musical spots.
- Dramatized commercials with two or more voices.

Hard Sell Unpopular

An overwhelming majority of the stations quizzed indicted the straight, hard sell approach. As one far western continuity director put it, "We dislike the extremely hard sell, go-go-go type. Why? Shouting and shrieking are not only hard on the announcer, but also on the listener. In this market they just don't seem to go." He sent the following example to U. S. RADIO:

> "Fantastic? More than that . . . It's fantabulous! Furniture prices have been cut loose like a rampaging freight train. . . . Blank's is the furniture buyin' center of the whole cotton-pickin' Inland empire. . . . Blank's Furniture's fantabulous furniture forceout! Everything that even relates to furniture and appliances slashed as much as 50% now. Blank's Furniture's fantabulous furniture force-out. Fifteen slam-bang, nerve-tingling hours . . . of amazing furniture buys! Now . . . til 9 tonite . . . utterly fantabulous . . . name your terms . . . Blank's FURNITURE!"

A program director phrased his objections to hard sell this way: "The side-show barker type of commercial sets my teeth on edge. Radio is the informal, easy medium . . . a friend talking to a friend. An announcer should direct his message to one person, not to many."

The second largest number of stations responding placed the merchandise-listing commercial at the head of their black list. One station manager complained, "A grocery store here is running a very irritating commercial with two persons comparing prices at store "X" with prices at the client's store.

Many objections were voiced on the subject of trumped-up sound effects, which one station owner described as "weird." A promotion director from Virginia avoids "commercials that involve a loud sound effect that is supposed to be an attention-getter, but which has no connection with the product to be sold." A Floridian summed up this point of view by saying "I hate gimmicks . . . they're frightening!"

A Massachusetts station man laid his pet commercial "hate" directly at the door of the sponsor. As he put it, "the most dreaded commercial is the one the sponsor whips up all by himself. He's usually very proud of it, but apparently hasn't tried to read it out loud. It's filled with difficult phrases, long sentences."

One gentleman from an upstate New York station would like to see all singing commercials taken off the air, claiming that they are "overdone." Musical messages, however, were applauded by most station personnel, even though many objected to the badly-produced jingle with hard-to-understand words.

Ad Lib Praised

Again on the credit side, there was almost universal hand-clapping for the *ad lib*, or *ad lib*-appearing commercial done by a local disk jockey or other program personality.

A Chattanooga spokesman said, "My favorite local commercial is one that permits us to take the fact sheet and *ad lib* the sell. This is being done by only one local sponsor at present and he is really selling merchandise. Personalities can sell better in their own words and style."

Commercials that tell a story in dramatic or interview formats came in for their share of praise. An Illinois station mentioned a grocery store that uses interviews with different employes as the basis for its sales messages, highlighting the fruit department one day, meat the next, etc.

Several station men commented on the lampoon approach, liking it, but recognizing that it calls for real talent on the part of the announcer or personality.

A South Dakota station praised the imagination one of its advertisers used in selling a problem product through the soft sell method.

Unusual Approach Works

His approach was so successful that he had to pull his commercial after only six broadcasts in two weeks because he was sold out. Three weeks later he tried the same piece of copy with the same result. "He's back on now for the third try," said the station spokesman, "and he'll probably have the same experience." Here's the commercial:

> "The national tragedy of our day is the fact that there are thousands of unmarked graves in the United States and this fact should make each of us ask ourselves this question: 'Am I guilty? Have I been too busy? Have I, too, forgotten to honor the memory of my loved ones?' The Fergus Falls Monument Company . . . the only monument works in Fergus Falls . . . reminds you that monuments were never better than they are today. The yards at the Fergus Falls Monument Company are filled with beautiful designs and types for every purpose and purse. Come in today and make arrangements to mark that final resting place of your loved one with a suitable monument. Special discounts on markers and monuments are being offered now. Write for our prospectus now. . . . Do it while the subject is fresh in your mind. Get the complete details on how little it will cost to mark forever the final resting place of a loved one. Write to the Fergus Falls Monument Company, serving those who love and remember." • • •

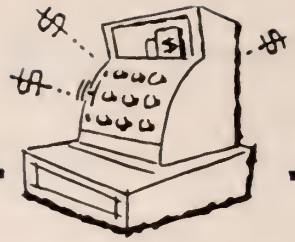
Prestone
is
buying
program
pm
the
sound
difference
in
nighttime
radio

Let Program PM make a sound difference in your sales. Call A.W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE
BROADCASTING
COMPANY, INC.

HOMETOWN, U. S. A.

radio registers



Realty Company

Dantagnan Realty Company used 13-day campaign over WNOE, New Orleans, in order to sell $100,000 worth of newly-developed real estate within one week. Ten teaser-type announcements per day, of 30 seconds each, were used for six days prior to opening day of sale. During week of sale, 8 one-minute announcements per day were aired. Radio was only media used during entire campaign except for one newspaper ad on opening day of sale. Result: $50,000 in lots sold prior to sale opening attributed directly to radio; $155,000 in lots sold during entire campaign.

Department Store

Miller's Department Store in Olympia, Wash., ordered eight announcements to be aired over KGY in one day to advertise fire sale of Samsonite Luggage damaged by smoke from a fire in adjoining warehouse. Store opened at 9:30 a.m., and at 11 a.m. store manager called KGY to cancel remaining spots. Luggage had been sold out after only four announcements had been aired.

Appliance Store

Martin Gustafson Company, an appliance dealer with 100 Maytag washing machines in stock, purchased 100 spots over WRRR, Rockford, Ill., with the expectation of selling 50 of them during a four-day promotion. After running the one-minute spots from Sunday afternoon through Thursday noon, Gustafson's had sold 93 units and "customer after customer mentioned hearing about the sale on radio." WRRR was only station used.

Clothing Store

Olsen Brothers, a small men's clothing shop in a lower section of downtown Spokane, Wash., is currently running 2 one-minute ad-lib spots daily on KGA's early morning country-western music show, "Pop Korn." Pop Korn and his "corn-crib manner" has vast appeal to big country and Canadian audience. Olsen Brothers reports overall 20% increase in business directly attributed to radio, and that customers come in "because Pop Korn sent me."

STORER RADIO STATIONS

WSPD
Taleda, Ohio

WJW
Cleveland, Ohia

WJBK
Detrait, Michigan

WAGA
Atlanta, Georgia

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Virginia

WGBS
Miami, Florida

GOING STEADY

20 years ago, Ohio's ace newscaster, Jim Uebelhart, joined WSPD Radio. He's been heard at the *same time*, without interruption, ever since:

News Director JIM UEBELHART

at 7:00 AM, participating—20 years
at 8:00 AM, same sponsor—20 years
at 12 Noon, participating—20 years
And at 9:00 AM and 1:00 PM, participating, for 11 and 10 years.

SHARE OF AUDIENCE? From 54.5 to 73.3!*

For 36 years, news has been WSPD Radio's proudest feature (30 times a day), prepared and delivered by an able, completely staffed news department. See Katz or Storer sales offices for news availabilities.

**C. E. Hooper, Inc., July thru September, 1957*

WSPD RADIO
Toledo

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

BRAND NEW

All new studios and offices for better service to advertisers.

BRAND NEW

Get all the facts from the George B. Hollingbery Co. on low-cost WREN coverage!

BRAND NEW

. . . . the economical way, the best way to cover the center of the nation with this powerful 5-station network buy.

WREN

5000 WATTS • TOPEKA, KANSAS

report from RAB

Airline Advertising Grows Into Multi-million Dollar Account For Radio

The air transportation industry—a relative newcomer to radio advertising—is now a multi-million dollar customer. Radio Advertising Bureau national account executives have made repeated presentations to the airlines, showing how radio can reach the greatest number of potential air travellers at the least cost.

RAB expects a further increase in airline advertising as it continues to demonstrate to the carriers that radio's economy and flexibility provide saturation on limited budgets, and can sell specific flights as well. Since the industry pace-setters are using radio so successfully, RAB anticipates that smaller and feeder lines, which usually follow the lead, will join in soon.

Here is a round-up of airline use of radio:

American Airlines, whose "Music Til Dawn" pioneered the present concept in air transport radio commercials, is still sponsoring this program after several years. American's continued identification with "Music Til Dawn" is the result of extensive research by the client on the program's advertising productivity.

TWA Spends $800,000

Trans World Airlines is now spending more on spot radio than it spent on its total advertising budget prior to World War II. In the past five years the total budget has increased 100%, whereas the money invested in spot radio has soared 1000%. This year TWA is allocating approximately $800,000 to spot radio. TWA predicts that if radio continues to deliver as it presently does the company will soon be spending a million dollars a year in this medium alone.

United Airlines first came into radio early this year with a modest spot campaign which has increased steadily both in numbers of markets and in numbers of spots used. Early morning and late afternoon spots are bought to attract the attention of the businessman. United spots are marked by a jingle theme, but the copy alternately promotes the carrier's radar equipment, Red Carpet, Executive, and coach flights.

Capital Airlines is another radio newcomer. It undertook a six-week spot saturation campaign of up to 200 weekly spots to introduce its Viscount flights on a city-by-city basis. Capital is currently heard in 18 to 20 cities regularly with one to three stations being used in each market.

Northwest Uses One-day "Blitz"

Northwest Orient Airlines launched its radio campaign last July using a one-day "blitz" technique on a city-by-city basis. From morning to night on a given day in a given market 150 to 200 spots were broadcast through a multi-station buy. The "blitz" was followed up by 50 to 70 spots weekly in major markets.

Eastern Airline's jingle spot campaign is programmed for the early morning hours in some 24 cities along the New York-Puerto Rico route. Individual city schedules vary from five to 43 spots weekly, and in some markets these are "beefed up" with the addition of sponsored newscasts. Because of Eastern's Latin-American service, a Spanish language station in New York was included in the buy.

Northeast Airlines, since being licensed to fly the New York-Miami run, is using saturation spots weekly from midnight til dawn on a single Miami station using an all-night musical format. In addition, it has recently contracted for additional spots weekly in the early morning hours.

Pan-American, Delta, Western Air, and Continental are other domestic carriers which are using radio today.

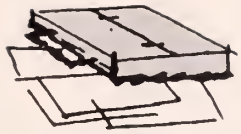
Foreign Lines Break into Radio

Among the foreign air carriers, KLM and Air France are radio's major users, although BOAC, SAS and Lufthansa are also employing the medium to a lesser extent.

KLM made its initial radio buy in the spring of 1956, using spots on two New York City stations for a four week test. Listeners were offered a brochure, and the response was overwhelming and immediate. The replies were checked against the airline's roster of ticket buyers, and KLM discovered that the names gibed often enough for KLM to increase its radio time.

Air France has gone into radio within the last eighteen months in at least three major markets, and is likely to expand its time-buying when competition warrants, RAB predicts. • • •

report from representatives



"Spot Radio" Has Won Its Place In Industry's Vocabulary Arthur H. McCoy Reports

ARTHUR H. McCOY, vice president of John Blair & Co., representatives, New York City.

A significant development at the recent Association of National Advertisers Convention at Atlantic City was the general use of the term "spot radio" instead of just "radio" in speeches and conversation.

Arthur H. McCoy, whose "Where There's Life, There's Spot Radio" speech made John Blair & Company the first representatives ever to address an ANA convention, found the reaction of the advertisers "very elating." The Blair executive vice-president noted a "solid appreciation of the maturity and size of spot radio—at long last."

An example of this new attitude toward spot radio was evident during a speech by J. R. Barlow, advertising manager of Chrysler. Mr. Barlow said that at the inception of the "Forward Look" campaign, Chrysler studied the "four major media: newspapers, magazines, tv and spot radio." Here again the reference was to spot radio—not to "radio" or "network radio."

And Prof. Kenneth Davis, who associated with Prof. Albert W. Frey on the "Frey Report," spoke of "that important spot radio medium," which adds 70 more national advertisers to the list of those spending more than a million dollars each year.

Talks Pay Off

"We feel," said Mr. McCoy, "that the series of talks we have delivered in the past year and one-half have payed off in making them aware of the value of spot radio."

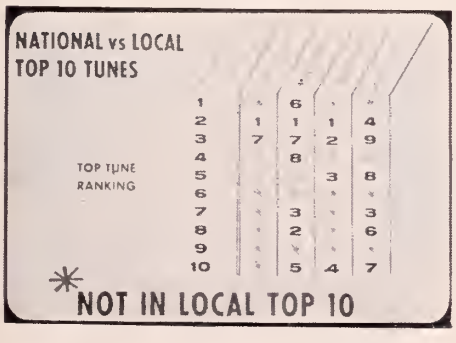
In his talk, Mr. McCoy told the ANA that "*the local program* today represents the big *giant* of the radio industry. And . . . the kind of music local radio stations are putting on the air today is not a uniform music of equal interest across the country. Instead, it's music of primary concern and interest to the people in each station's area."

ANA members were shown a slide illustrating the wide differences in the "top ten" from city to city to indicate how "the local radio stations have made real science out of finding out what the people in their area want in the way of music. And then," he added, "when the best music for each station's coverage area is put on the air, the personality who makes a smooth flowing, easy-to-listen-to program is the guy who really makes the program special. This is the big spot radio exclusive."

Mr. McCoy quoted the July, 1957, Pulse report showing that 85.9% of the people interview said spot radio advertised good products, 61.6% identified sponsoring products, and 69.2% said they would try a new product recommended by their favorite personality.

"These are just typical of hundreds of local personalities across the country," he told the ANA, "who are ready, willing and very able to go to work for you in singing your product's praises. The believability that these men put into their program rubs off on your product and makes it mean more to the listener.

"1956 was spot radio's biggest year, and yet, so far in 1957 we're 40% ahead of last year. We are showing a bigger gain in spot radio than any other advertising medium." • • •



TWA is buying program pm the sound difference in nighttime radio

Let Program PM make a sound difference in your sales. Call A.W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

READING TIME: 8 SECONDS

7 BILLION

DOLLARS!

SPENT

IN STORER MARKETS

IN FOOD SALES

IN 1956*

Food sales of 7 billion...
and much of it accounted
for by advertisers on
television and radio stations
owned and operated by the
Storer Broadcasting Company

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Wilmington, Del.

WSPD	WJW	WJBK	WAGA	WIBG	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Philadelphia, Pa.	Wheeling, W. Va.	Miami, Fla.

SALES OFFICES
NEW YORK—625 Madisan Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicaga 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisca, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"

a giant's voice

Heard throughout the Rocky Mountain West...is the welcome voice of KOA-RADIO! It's the giant 50,000 watt voice that has dominated the rich Western Market for over 32 years!

GIGANTIC RESULTS—

KOA-RADIO is the giant selling force in the West...the only voice you need to reach—and sell—the entire Western market!

Represented by Henry I. Christal Company, Inc.

KOA DENVER Radio

One of America's great radio stations

850 Kc • 50,000 WATTS

KFAL RADIO

Fulton, Missouri

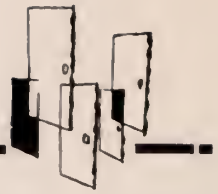
A tip to Timebuyers—

As many have suspected for a long time . . . There *is* a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More money burning hot little hands . . . More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell! . . . SELL! That's what KFAL has—*SELL!* . . . with a day by day program that's "hot" for Missourians . . . keeps 156 local and national clients hot on the trail of millions of "spending box-dollars"—Get the story *now* from *Indie Sales* Offices, or from KFAL-RADIO Sales Dep't., Palace Hotel Building, Fulton, Missouri.

Tel 1400

KFAL RADIO 950 kc 1000 watts

report from agencies



Network Radio Doubles Revenue Received Through BBDO

Batten, Barton, Durstine & Osborn doubled this year the amount of business channelled into network radio, according to Bill Hoffmann, director of network radio.

Accounts which have re-entered network radio include U. S. Steel, Rexall, General Mills, and Penick and Ford. Their reason: greater frequency at lower cost, according to Mr. Hoffmann.

"Within the last year radio has stopped being afraid of tv," he said. "Radio's advantage over tv is that it leaves something to the listener's imagination. In daytime drama, for example, you can form your own mental picture of the characters, which is much more satisfying to some women than having to accept tv's rigid images."

"In news," Mr. Hoffmann said, "you can cover a fast breaking story much more efficiently, because you can tune in the whole world without waiting for transcriptions to be recorded or film to be flown in.

"Music in radio is much more highly developed, and is an excellent buy because many people tune in radio for the frequency and variety in music that they don't get on tv.

It is "only very recently," he said, "that radio has begun to realize these advantages and to develop new formats around them instead of trying to compete with tv on its own terms. Radio has something different to offer, and clients are realizing this more and more."

Examples Given

Mr. Hoffmann cited recent and upcoming examples of clients' increased use of radio:

General Mills conducted a summer daytime radio campaign for its cake mix. Sales went up.

Rexall broadcast "Pinnochio" simultaneously on radio and tv last month. They were trying to reach areas of the country that didn't have tv, as well as sections in one channel markets that didn't clear "Pinnochio."

U. S. Steel has bought time on all three networks for the two weeks preceding Chrismas for an "Operation Snowflake" campaign. Householders will be urged to make it a white Christmas by buying white appliances.

Penick and Ford, makers of Vermont Maple Syrup and My-T-Fine puddings, will sponsor the late Lionel Barrymore's rendition of "A Christmas Carol," with Sir Cedric Hardwicke doing the commercials. "This will be a radio spectacular at a fraction of the cost of a tv spectacular," Mr. Hoffman said.

New Radio Station

A brand new radio station was born in New York little more than a month ago, the only one of its kind in the world as far as its owners know.

McCann-Erickson representatives believe they are the only ad agency to make use of its public address system for a regular, daily news broadcast, written, produced and announced by M. Cann-Erickson employes.

G. Newton Odell, manager of training, said, "We wanted to supplement our printed house organ with a spoken one.

"Our broadcast at 1:15 every day carries national and international news, but is aimed at McCann-Erickson by highlighting the day's important agency news," Mr. Odell said.

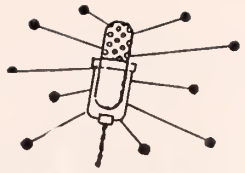
"By important news we don't mean the 'personal notes' found in our weekly paper. We're talking about new accounts, new campaigns, award winning commercials etc.," said Gilbert Bryan, one of McCann-Erickson's five staff announcers.

Stanley Gaither, producer of the five-minute show, said, "Once a week we do a feature story on one of McCann-Erickson's departments."

Mr. Bryan, who holds down a regular job in the traffic department, and Mr. Gaither, who works in radio-tv programming, are only two of the dozen persons it takes to run the station.

"We feel the station is good for morale," Mr. Mitchell said, "but by linking together the various departments of a big company it also helps each of us to work better individually because we understand the whole." • • •

report from networks



Promotion, Profits, Programs Examined By Networks And Affiliates

ABN contiues its "Operation Blitz" campaign to explain the network's switch to live musical programming, the "clock-hour" schedule, and the new sales and programming personality concept. The presentations, directed at key advertising agency personnel, include slides and a tape montage of the new shows.

Five ABN executives have been delivering the presentations at informal luncheon meetings throughout the country. They are: ABN President Robert E. Eastman; Stephen Labunski, vice president in charge of programming; Thomas C. Harrison, vice president in charge of sales; Raymond F. Eichmann, director of sales development and research; and Joseph H. White, the national sales manager.

ABN thesis is that a bad buy in radio is virtually impossible today, in view of the "ten billion dollar roar of advertising . . . invested by advertisers each year." This means, says Mr. Eastman, "that if you could afford to spend $1,000,000 on advertising in a single day, your ads would represent less than 4% of the total advertising of that single day."

Increases Noted

NBC and its Affiliates Executive Committee announced increasing sales volume, more station compensations and plans for a further increase in compensation in the wake of the new Nielsen report. The survey showed a large increase in NBC's share of audience in morning, afternoon and evening programming.

Comparing September 1956, with September 1957, NBC Radio Network sponsored hours increased 40%, and gross billings were up 70%. At the same time, aggregate station compensation nicreased 200%, with a 300% increase for stations carrying NBC's full commercial schedule.

Mutual's newsroom facilities in New York were doubled this month to pave the way for increased pickups of correspondents' reports, under the direction of Norman Baer, new director of news and special events.

Also at MBS, there is a possibility that the network will air special dramatic features for night-owls and insomniacs —a group of pre-midnight mystery and adventure shows.

CBS Affiliates Meet

The "why shoot Santa Claus?" attitude at the recent CBS affiliates meeting in New York should not be construed as complacency, according to top Columbia executives. "We are constantly looking forward to improvements and additions," one told U. S. RADIO.

They emphasized that CBS feels its "completely rounded service" uniquely enables its affiliates to serve their communities—that the network gets the news and public affairs "depth," the great music, dramas, and name performers.

Encouraging Trends

Arthur Hull Hayes, president of the network, told the affiliates that 1957 "marks an encouraging change in business trends." He went on to say that "for the first time since 1950 . . . station payments will be higher than for the preceding year.

"Another result of the sizable and attentive audiences attracted by the network programs," he continued, "has been a heartening surge of interest on the part of advertisers and agencies. Sales continue to grow out of sponsors' fast-developing confidence in the prestige that can be bought with a CBS radio porgram."

Louis Hausman, vice president in charge of advertising, stated that CBS helps advertisers to "get more for their money at this time, when competition is so keen." He told the affiliates that the CBS presentation, "Dollar Stretcher," shows "how network radio fills this need by giving advertisers frequent impressions on large audiences at affordable costs."

John Karol, vice president in charge of network sales, reported that "the current trend of business points toward more big-name advertisers entering network radio to sponsor their own programs on a long-term basis." • • •

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

★ U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

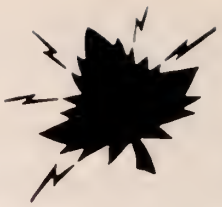
ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from Canada



Canadian Tends To Be 'Tougher Customer' Than American Neighbor

"The Canadian consumer is generally harder to sell than his American counterpart," according to Ralph Butler, manager, Toronto office, Benton and Bowles.

Mr. Butler attributed Canada's tougher market to the customer's innate conservatism, the special characteristics of the French Canadian buyer, and the recent influx of immigrants.

"The average Canadian tends to be suspicious of new products, and of products that claim to be bigger and better than their competitors," Mr. Butler said. "To sell the Canadian, the copywriter must be a little less flamboyant in his copy than he would be in the United States. He must take pains to support his claims. He cannot rely on the American pre-disposition to rush out and buy the latest thing while the supply lasts."

Mr. Butler said that this consumer-conservatism stems from the deep-rooted Anglo-saxon tradition of a large segment of the Canadian people, and also from necessity, since the Canadian's standard of living is still slightly below his American neighbor's.

Thrift is even more important to the French Canadian than to his English speaking brother, stated Mr. Butler. "The French Canadian housewife tends to have very little brand loyalty. If she goes to the supermarket to buy shortening, for example, she won't buy the brand she bought last week even though it satisfied her. She will buy the brand on sale, or the one offering coupons."

This means that giving away samples and free gifts to induce buying assumes even more importance in Canada than it does in the U. S., Mr. Butler said.

These are important advertising factors not only in selling the bargain-conscious French Canadians, but also in effecting brand awareness among the newly-arrived immigrants who have never heard of Canadian products.

"Ten per cent of Canada's population are now first-generation immigrants from other countries," Mr. Butler said, "and the advertiser's biggest problem is making them aware that his product exists, and that it is better than the competitor's.

Radio Reaches Everyone

"Television in Canada reaches only abou 60% of the population. There are only four magazines in Canada with a national circulation. Radio, on the hand, reaches most of the people most of the time." (U. S. RADIO reported in this column last month that 96% of Canadian homes have at least one radio.)

For these reasons Mr. Butler estimated that a larger proportion of an advertising budget goes into radio in Canada than in the U. S. This is true of national as well as local advertising.

"Although radio in Canada never suffered the slump it did in the U. S. after the advent of television," said Mr. Butler, "broadcasting has not just coasted along. Radio is not only growing, it is changing. Local radio stations are getting a larger share of their potential audience than the network stations are. Up until last July Procter and Gamble (a Benton and Bowles account) sponsored four soap operas network. We've now changed to spot radio with the local stations, and have increased the amount of money spent."

Canadian Radio Better Buy

Cameron Perry, national sales manager, CJCA, Edmonton, Alberta, pointed out that "radio is often a better buy in Canada than in the U. S. because for the same advertising dollar a client in many cases can reach a larger potential audience here. This is not only true because television is less widespread in Canada, but also because a low power station often carries farther than its American equivalent." Mr. Perry attributed this to the fact that Canada has fewer large metropolitan areas than the U. S., and so interference is frequently less.

Mr. Perry added, however, that American firms interested in Canadian sales have sometimes made the mistake of assuming that television in Canada is on a par with tv in the U. S. This conclusion has been reflected in their advertising budgets, resulting in some loss of revenue to radio. • • •

Spot Smoke

Soft sell is effective because:

1. It enhances the customer's ego because its appeal is indirect, resting on a symbol (such as a familiar tune) which the consumer immediately relates to the product. This makes him feel clever.

2. The understatement of soft sell makes the listener feel secure by putting the choice up to him. It doesn't high pressure him into a hasty decision, making him feel as though he is falling for a trick.

3. Soft sell satisfies the need to keep commercials on a human level. Hard sell gives the listener the uncomfortable feeling that the product claims to be perfect. This motivates the listener into wishing the product would come down to his own human level and make a mistake.

4. Understatement, by not rigidly dictating to the consumer exactly what he must think about the product, allows him enough room to insert a reference to his own life, relating the product to himself.

5. Understatement on the air implies ability, just as a strong, silent man does in real life. The consumer feels that modest products are like modest people. They are so strong they don't need to brag.

Some Hard Sell in Bad Taste

A major stumbling block in translating the psychology of the hard sell into a specific commercial was referred to by nearly all the agency men interviewed. The frequent and repetitious use of the hammer more often than not, they said, becomes blatant, irritating and in some cases drives customers away instead of luring them in.

According to Mr. Stone, "The boastful, bombastic commercial doesn't sell. What is usually referred to as hard sell, I call soft sell. Easy to take advertising commercials are harder selling than any other kind. The easy to write and hard to take shouting commercials are no good. Instead, it is the hard to write and easy to take, light, bright, fun-filled advertising which in radio keeps the listener's ears open and the refrigerator doors shut."

Asked whether he thought the bombastic, bragging commercial was on its way out of radio, Mr. Stone said, "It is not going out. While most agencies realize this type of commercial does not sell, the people who come into the advertising departments of industrial concerns often lack advertising experience, and do not realize it. And they call the signals to the agency. The agency wants to appeal interestingly to the public, but the client often insists on the try and prove method . . . try the hard sell commercial to prove the agency can do it. The agency gives it to them and when it doesn't work, the client switches."

Mr. Stone said that in his opinion the use of the tasteless hit-em-over-the-head commercial stems from a misconception by the client of what successful advertising entails. "Advertising is a long range proposition," according to Mr. Stone. "There are bound to be peaks and valleys in the sales of any product, but advertising should build a plateau of acceptance of a product higher over a long period of time." Companies with a short range view slough off on their advertising in times of prosperity. "Then," Mr. Stone said, "they expect miracles when times get harder . . . they want sales peaks when the rest of the industry has valleys, and that's when they yell hard sell."

Importance of Long Range Advertising

According to Mr. Stone, who is copy chief on the Ford account, Ford offers a good example of effective long range advertising. "Ford was the first company to take popular tunes and turn them into commercial jingles," he said. "Back after the war when you couldn't buy a car, Ford carried on an extensive commercial campaign using songs like 'Come-on-a-my-house' and 'Mangoes' which looked like soft sell then, but paid off years later when cars were flooding the market." Ford's competitors, according to Mr. Stone, stepped up their advertising using hard sell methods, and couldn't understand why Ford still led the field. Mr. Stone attributed Ford's success to the backlog of good will built up when the car industry was booming, and which he says is still being built up through the use of commercials like this one sung by Rosemary Clooney to the tune of "But Beautiful."

"Ford's the V-8 folks prefer
Love to hear its quiet purr
Love to feel its power stir
So beautiful

Beautiful the way you pass
and climb those mountains, too
So beautiful the way it shrinks
your bills.

Ford's the V-8 most folks buy
Got the looks that catch the eye
But there's more to show you why
It's beautiful

How it handles and how it saves
A pretty penny too.
All this makes Ford the V-8
made for you.

ANNOUNCER: This year, as for the past twenty-five years, more folks are buying Ford V-8's than any other V-8 in the world. And Ford's V-8 is yours at the lowest price of the low-priced three."

Because this commercial combines entertainment with an effective sales pitch it might be said to typify the combination of hard and soft sell so prevalent on radio today.

Commercial Techniques

While the agency men interviewed were reluctant to label their commercials as either hard or soft sell,

TO MEET HEAD ON
A NEED THAT EXISTS
IN THE RADIO FIELD
TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

● ONE YEAR $3.00

● TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

they all agreed that there were certain techniques in common use on radio today that provide effective sales weapons when properly related to product and audience.

Mr. Bellaire said that "music is the domineering technique in radio today, though music by itself is not enough. The listener must remember the message, too. And, of course, some commercials are too involved to sing."

A musical commercial, DuPont's "Zerex" antifreeze, is shown in the making on pages 20 and 21.

Grey's Bob Kirschbaum cited another popular sales method, the dramatic scene with the slightly humorous twist, as illustrated by this commercial for RCA records which begins:

MUSIC "I Could Have Danced All Night" (Up and under)

1st woman: (excitedly) And there it was . . . "I Could Have Danced All Night," and not two steps from the canned tomatoes . . .

2nd woman: Darling, whatever do you mean?

1st woman: Record albums, my dear . . . the brand new RCA Custom series "For Hi Fi Living" . . . right there in the super market. And you know me and bargains.

2nd woman: Yessss, I know!

1st woman: Hmmmm . . . well there it was . . . Volume one called "I Could Have Danced All Night" with twelve hits like "If I Loved You" . . . and "I Loved Paris" . . . twelve, mind you . . . for just $1.79.

2nd woman: (Amazed) Oh, my word!

1st woman: (Continues breathlessly) And each week there's a brand new volume of mood music for dancing, dining or just listening . . . all recorded in NEW ORTHOPHONIC HIGH FIDELITY BY RCA. Geraldine dear . . . you simply must put music on your shopping list.

2nd woman: Oh, I will, I will. But for the moment, darling, do catch your breath.

The Personality Commercial

Mr. Kirschbaum, in addition to music, and dramatization, emphasized the growing importance of the personality commercial. Mr. Kirschbaum said, "When you have a well known personality deliver your commercials, you are reaping the advantage of his popularity, which rubs off on your product. But of course it goes without saying that you must gear your commercial to the specific personality." Here's a commercial written for the sarcastic style of Henry Morgan, right after Mike Todd's Madison Square Garden spectacular:

Hello, anybody, here's Morgan . . . know what I mean? I like to go to parties, know what I mean? Big parties . . . seventeen, eighteen thousand people. Course when you make a party like that, a fella's got to be careful about the guest list. It's gonna be crowded there, and you don't want some guest who don't like some other guest should run into him. Or her. You gotta have people who mix good, and you gotta have bartenders who mix good, and you gotta have mixers that mix good, like Hoffman Super-charged

WISN-Milwaukee's "MUSICANA"

Here's Why!

"MUSICANA" recognizes that the adults who pay the bills and earn the greatest total income are the prime target of advertisers

"MUSICANA" caters to the adult interests in programs devoted to music

Little wonder that virtually all advertisers who buy Milwaukee earmark at least a portion of the budget for WISN'S "MUSICANA."

The combination of a steady increase in listenership plus a phenomenal increase in national spot is PROOF OF RECOGNITION'

UPS
NATIONAL SPOT
91%
★
RATINGS UP
19%
★

See your Petry man for the full details on "MUSICANA" . . . a highly successful format that PAYS OFF IN RATINGS TOO!

WISN
5000 WATTS
DIAL 1150
MILWAUKEE'S
"MUSICANA" STATION

Club Soda and Hoffman extra dry Ginger Ale, you know what I mean? I mean that Hoffman has got real strength, know what I mean? They've got a lot of strong bubbles, including a lot of extra ones you don't even need but they make the drink last longer, you follow me. Listen you give a party for eighteen, twenty, twenty-five thousand people, get the Hoffman in the large economy size right? What do you mean, where do you give a party of twenty-five thousand, thirty thousand people? Nobody's using Ebbet's Field . . . see what I mean?

BBDO's Art Bellaire pointed out that it is often advisable to make changes from time to time in either the techniques or the tone of commercials as the product needs shift. When Hit Parade cigarettes were first introduced a little over a year ago the main purpose was to attract attention, or as Mr. Bellaire put it in a speech before the National Radio Advertising Clinic of RAB last month, "In preparing to launch a new cigarette you first want the world to be aware that you're around. The new name had to become familiar in a hurry to millions of smokers. You may remember the noise we made about our 'great . . . new . . . filter . . . cigarette.' A jingle was a must. So was excitement. So was a big, rich sound.

Time for a Change

"After the introductory period we felt it was time for a variation . . . we had gone to one extreme, we reasoned, so why not go to the other extreme in step two . . . step two was a quiet version . . . the soothing version, but it had greater meaning because the echo of step one was still present in listeners' minds.

"A few weeks back, Hit Parade cigarettes entered a new step in its campaign. To dramatize the new theme line . . . the tobacco, the tip, and the taste you want . . . we put together a new jingle, which is based on an Americana-type tune in the public domain. And on at least one record program we know about this new Hit Parade jingle has become one of the top tunes of the week by popular request."

This is a symbol of success most would envy . . . providing the product sells, too. Because whatever the means, and no matter how often they change, the end remains constant, increased sales. While hard sell and soft sell, both as terms and as techniques, are still very much in the advertising picture today, the dividing line is becoming harder and harder to draw as the advertiser tries to meet the increasing public demand for more imaginative, ear-catching radio commercials. • • •

GIVE IT SELL!

KOSI and KOBY turnover products —not audience!

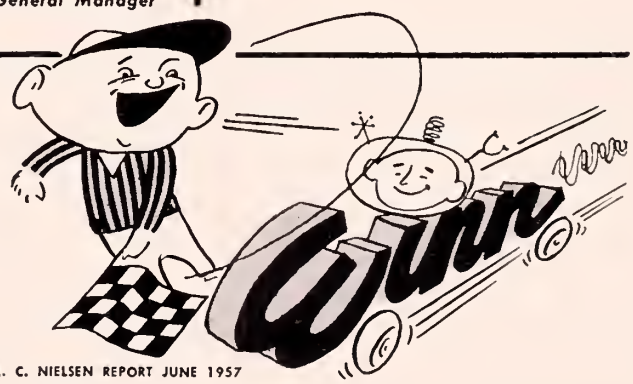
BOTH RADIO STATIONS NO. 1 in HOOPER and PULSE
6 a.m.-6 p.m. average share

KOSI • KOBY
Denver San Francisco
Mid-America Broadcasting Company

FIRST* in Louisville

GLEN HARMON
Vice-President and General Manager

one of AMERICA'S great independent stations . . .



*BASED ON A. C. NIELSEN REPORT JUNE 1957

More LOUISVILLIANS listen to Johnny Martin, Bill Gerson, Larry Taylor, Pat O'Nan, Joe Cox on WINN

Regardless of power, frequency or coverage, WINN has more TOTAL LISTENERS than any other station except one.

WINN
412 SPEED BUILDING LOUISVILLE 2, KENTUCKY

Avery-Knodel, INC.
NATIONAL REPRESENTATIVES

THE MOST
LISTENED TO
STATION IN
EAST TEXAS

KTRE radio

1420 kc
1000 watts fulltime

• • •

Richman Lewin
V.P. & General Manager

National Rep:
Venard, Rintoul & McConnell, Inc.

Regional Rep:
Clyde Melville, Dallas

Remember . . .

YOU CAN'T HIT A TENNIS BALL THROUGH A BRICK WALL*

AND THE ROCKY MOUNTAINS, splitting Colorado down the middle are a brick wall to radio signals.

The POWER-HOUSE buy is the Colorado Network with strong, PRIMARY-SERVICE signals on both sides of the Rockies.

**Before you buy from any organization claiming to cover all of Colorado. Be sure to request a Field Strength Map.*

COLORADO NETWORK

KVOD, Denver, 5000 watts, 630 k.c.
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.

National Rep. Bolling Co., Inc.

NATIONAL SALES OFFICE
MIDLAND SAVINGS BLDG., DENVER 2, COLORADO
Phone: TAbor 5-2291 TWX: DN 483

"Remember — Where There's No Signal, There's No Listener!"

radio ratings

Avery Gibson, H-R, Stresses Need for Qualitative Data

Additional qualitative and composition data are urgently needed by the rating services, according to Avery Gibson, director of research at H-R Representatives.

He explains it this way. When a housewife goes to the supermarket to buy apples, for one thing, she is interested in many more aspects than quantity. Are they cooking or eating apples? Are they fresh and of good quality? In fact, the quantity she ultimately buys may depend on the quality available.

But when a timebuyer spends hundreds or thousands of dollars to purchase a radio campaign, he is forced to buy on a restricted "how many" basis, Mr. Gibson said. "This is all that most rating services supply, simply an estimate of how many people were listening in a particular quarter hour; and to make matters worse, most measure in-home listening only.

"This was alright when radio sold spots adjacent to a Jack Benny, and reached vast simultaneous audiences. Now that the trend is to buy saturation via multiple participations within a personality show, the adjacency assumes little importance. Buyers are interested in the *program* which contains their commercial. Furthermore, they are interested in the audience of the entire show, and not of artificial quarter-hour units.

Most radio programs tend to develop loyal listeners who tune in on a constant, habitual basis, he continued. "It is therefore reasonable to assume that if disc jockey programs and even stations develop habitual listening, they must generate a specific appeal to each listener's personality. It follows that if there is a distinction between programs and stations—and people exercise free choice among them—there must be a distinction in the types of people who listen. For example, a red hot rock and roll station would appeal to younger listeners, and one that programs soap operas would have an older audience."

Mr. Gibson said there are two prime questions in today's radio buying: (1) What kind of audience does the station reach? (2) How many does it reach in terms of natural programming segments, rather than specific in-home quarter-hours?

"Progressive timebuyers are becoming more and more interested in the qualitative aspects of the station audiences they buy because it is good business to do so," he said. "They are interested in a full count, and this means including the automobile and portable radio listeners.

"So far as radio is concerned, ratings in quarter-hour units that measure in-home listening only are inadequate. It is possible that the money saved by rating services by substituting program segments for quarter-hours will pay for the additional qualitative and composition data so urgently needed."

Pulse Disclosure

Pulse disclosed recently that some ratings in markets where it does less than 12 surveys a year are being done on a confidential basis. The secret surveys, underway on a limited basis since November 1, are being employed to keep the "gimmicks under control."

Up until now, the company said, some stations which knew in advance that they would be surveyed on the first week of the month were stepping up promotion in order to beef-up their totals.

McEwen Urges Standards

Commenting on what he called "the tendency of some time-buyers or account executives to quote the highest numbers regardless of whose research is used," W. Bruce McEwen, vice president of C. E. Hooper, told U. S. RADIO:

"This medium doesn't need inflated figures. It's big enough on its own, and will continue to grow on accurate figures using proved techniques."

Mr. McEwen pointed out that this use of the highest figures is not the case in a great many agencies where a research department has set up standards to which the timebuyers must adhere.

"You cannot expect a timebuyer to be a ratings expert any more than you could expect a researcher to be a timebuyer," he said. "Timebuyers certainly should take direction from people who specialize in radio research. This is not meant as criticism. They are not expected to be research people. That's our job." • • •

At work . . . . . at home . . . . . at play

Omnipresent, ubiquitous radio!
And now Pulse scores another
important big plus . . . .

"NETWORK RADIO"

⊙ *First "Network Radio"*

will be ready end of November. Reporting total attention to radio, a whopping total becoming more so! The American Marketing Association honored Pulse pioneering which as far back as '47 correctly measured total "out-of-home" additive to "in-home." Better subscribe for "Network Radio" now! To be published monthly.

EDITORIAL

. . . these are happy days

RADIO'S BRIGHT FUTURE

For radio, these are happy days . . . and the future has never been brighter.

These are not empty words. Fact on fact point to the excellent health of the medium with every indication that the growth will continue for a good long time to come. Even now radio is on a level far above logical expectations.

1956 was a good year for radio . . . but 1957 will dwarf it. How much is still conjecture for the most part, but the predictions all call for solid increases:

- Local radio set a record last year. On a conservative estimate, it is expected to show a $20,000,000 gain over that. An increase of six percent to total about $372,000,000 in gross billings.
- Spot radio estimates indicate a gain in billing anywhere from 20% to 40% over a record 1956.
- Networks are expected to top $89,000,000 in gross billings for 1957. That's $4,000,000 above last year, or about a six percent hike.

WHAT'S HAPPENING NOW

But this is only part of the story. The production and sales of radio sets are substantially up. Stations on the air currently total 3,665, with several hundred others under construction or awaiting applications that are pending. With 140,000,000 radio sets in use today, radio has spread practically everywhere.

In addition, FM is showing strength. We find the analysis of FM in New York City (*Soundings*, p. 9) both interesting and heartening. Interesting to note that early evening FM listeners are comparable in numbers to those reading newspapers at home during the same time. Heartening because this health of FM represents another factor in the growth of radio.

So, too, does the activity at the networks point up the glow of radio. Mutual's heavy accent on news and ABN's switch to live music programming and each promoting its own format gives vitality to radio. The swing is up. CBS reports both daytime and nighttime sales rising with 90% of the network's daytime bloc sold, and "Impact" segment sales up about 600% since March. NBC reports that sponsored hours increased by 40% from September, 1956, to September, 1957, and gross billings grew 70%.

RADIO IS BEING TALKED ABOUT

The fundamental sign of radio's health lies simply in the fact that it is being talked about and used. William Wernicke, for example, vice president and radio-tv director at Morey, Humm and Warwick, has plenty to say about radio. And he knows its use. Mr. Wernicke has been one of the guiding hands behind Sinclair's tremendous spot campaign, the largest saturation buy in radio history estimated at nearly $2,000,000.

Arthur McCoy, vice president at John Blair Representatives, recently told the ANA meeting that Spot Radio is a term in itself that has won its place in the industry's vocabulary. He talked about Spot Radio and they listened.

And Bill Hoffman, director of network radio at BBDO, talks about radio when he points out that his agency doubled this year the amount of business channeled into network radio.

Adding it all up, we think radio's growth will continue for a long, long time.

For radio . . . these are indeed happy days.

John F. Meagher

Regionals Spark Awareness of Radio's Stepped-Up Momentum

NARTB's Radio Vice President Reviews

Discussions of Shortcomings and Accomplishments

The growing strength of radio—as an advertising medium, as a dynamic vehicle of entertainment, and as a tremendous force for good in our nation and its communities — was demonstrated most forcefully at the eight NARTB regional conferences which ended in late October.

While the overall theme of the conference was "A Time for Decisions," the keynote as it applied to radio was coined perhaps by George Armstrong of WHB, Kansas City, who moderated one of the panels at the conference in that city. An earlier speaker had referred to the 1940's as the "golden age of radio." Mr. Armstrong said he wanted to take exception to that reference and declared:

"We are just entering the Golden Age of Radio!"

And a Golden Age it is—in advertising, in programming, in service, and last but certainly not least, in acceptability by the general public.

Radio time sales for 1957 are up appreciably over last year's record-breaking figure. More people listened to radio last summer than watched television. On the community level, more and more radio stations are becoming established local institutions, communicators of commercial and civic service whose contributions are recognized as vital to the life of every citizen.

The growing importance of news was reflected in two parts of the programming radio sessions, a panel on "New Dimensions of the Radio Newsroom" and reports from some of the leading news directors in the nation on the industry's continuing drive for equal access to the courts and other official proceedings.

To me, the most striking development in radio news has been the expansion of local coverage which was described by panel members all across the country. Many stations have organized correspondent networks that permit them to give their listeners regional news coverage second to no other medium. The day when radio's function in local news was confined largely to bulletins and capsule digests of community events is past. While we still have our advantage of unmatched timeliness, a new dimension of depth has been added to radio's local news service.

There was much discussion of editorializing by radio stations. This is not a new topic of broadcaster conversation. The difference this time was the growing number of broadcasters who reported on how they are putting the policy into practice.

The panels on program ideas also pointed up the radio station's increasing stature as an integral part of the community. The emphasis now seems to be away from the shallow gimmick and on the program that fills a legitimate need. We heard how stations broadcast the location of radar speed-check zones and other information that improves the flow of traffic, youth participation shows such as disc jockey contests for teen agers, station sponsorship of community activities and many other examples of responsible programming that is at the same time constructive value to the community and to the advertiser.

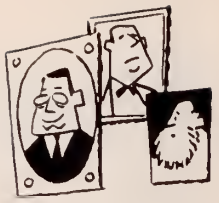
We heard from station management, advertisers and agency personnel on the subject of radio sales. In all of these sessions, it seems to me, there was a feeling of renewed respect for radio as a primary selling force in today's American economy, both on the local and national levels. I think the heightened interest from all segments of the broadcasting industry signals an ever growing unity in making industry decisions and in creating a climate for considered decisions which will meet the needs of the broadcasters and the public we serve.

As NARTB President Harold Fellows said in his address, "Our greatest single problem as an industry lies in the area of public relations. I speak of public relations in the terms as I understand them: that is a function of interpreting the truth, not misrepresenting it.

"By its very nature, the service we render to the public will always be subject to criticism. Some of this will come from the public itself and more of it from professional critics. Much of it serves a useful purpose and we should neither be blind to its existence nor complain about honest criticism in itself.

"When, however," Mr. Fellows continued, "it is dishonest or when legitimate criticism is seized up and twisted to their selfish purposes by self-serving persons who would prefer other systems of broadcasting to our own, we must be prepared to act. And we must constantly strive to articulate to everyone the positive story of the great contribution radio and television make daily to our nation's way of life." • • •

names and faces



Noting the Changes Among

The People of the Industry

RADIO

H. W. (HANK) SHEPARD, formerly Director of Special Projects of NBC Owned Stations Division, appointed general manager of WJAS and WJAS-FM, Pittsburgh.

WENDELL B. CAMPBELL is new general manager of KFRC, San Francisco, and JACK CHAFFEE has been named national sales representative.

JOHN H. PACE resigned as executive vice president of Public Radio Corp. to assume post of general manager of KABC, Los Angeles and managing director of KGO, San Francisco.

EUGENE P. WEIL, named national sales manager of the OK Group, will have headquarters in Memphis, Tenn., where he continues to direct WLOK.

GRAHAME RICHARDS, formerly Storz Stations production director, appointed regional director of programming by Intermountain Network, with headquarters in Salt Lake City.

BERNARD F. CORSON, JR., former director of advertising and sales promotion for Tidy House Products of Shenandoah, Iowa, appointed assistant manager of WLS, Chicago.

MARTIN POLLINS, who has been with NBC Radio Spot Sales, and OSCAR CAMPBELL, former chief accountant of WRCA and WRCA-TV, New York, appointed sales manager and business manager respectively of WJAS and WJAS-FM, Pittsburgh.

JAMES B. LUCK, former general manager of WTVB, Coldwater, Mich., named public service director of WOWO, Fort Wayne.

WILLIAM D. ALFORD has resigned as assistant farm director of WLW, Cincinnati, to become farm director at WMT, Cedar Rapids, Iowa.

ARTHUR H. BARNES, formerly an account executive with Carl Nelson & Associates advertising agency, appointed director of promotion for WISN, Milwaukee.

MARY DUNLAVEY, previously radio-tv media consultant with Aitkin-Kynett, named sales representative on the staff of WIBG—Radio 99, Philadelphia.

ROBERT F. HURLEIGH, newscaster-commentator, promoted by MBS to vice president for Washington operations. He will remain on the air with three daily newscasts and weekly "Reporters' Roundup."

HAROLD M. WAGNER, member of Mutual's program department staff since 1941, elected vice president in charge of programs, with offices in New York.

KENNETH W. BILBY, vice president for public relations of NBC since 1954, elected an executive vice president. He is responsible for press, national advertising and promotion, exploitation, merchandising and continuity acceptance departments of NBC.

HENRY W. LEVINSON, formerly sales development and research writer, named manager of sales development for ABN.

JAMES A. STABILE, former vice president of ABC and manager of talent negotiations for NBC, promoted to director of talent and program contract administration for NBC.

ROBERT R. PAULEY, former CBS radio account executive, and NICHOLAS J. PITASI, former account executive with H-R Representatives, have joined ABN as account executives.

AGENCIES

EMERSON FOOTE, former president of Foote, Cone & Belding and executive vice president of McCann-Erickson, elected chairman of the board of Geyer Advertising. B. B. GEYER, board chairman since 1941, elected chairman of executive committee.

JOHN C. MADDOX, vice president and manager of Cleveland office of Fuller Smith & Ross, named senior vice president in charge of marketing services with headquarters in New York.

TED GRUNEWALD, vice president and director of radio and tv, elected a director of Hicks & Greist, which he joined in 1953.

ERWIN WASEY, Ruthrauff & Ryan named four new vice presidents. They were: ROLLO HUNTER, who is also director of radio and tv; B. W. MATTHEWS, formerly account supervisor at R&R; JOHN C. LEGLER, also former account supervisor at R&R; and RICHARD DIEHL, who is head art director.

LESLIE MUNRO named vice president and copy supervisor of Ogilvy, Benson & Mather. She was previously vice president at Kenyon & Eckhardt.

THOMAS A. MCAVITY, former executive vice president of NBC, named vice president and general executive in radio-tv of McCann-Erickson.

DAN KANE appointed media director for radio-tv, and HARRY BAILY named creative supervisor for radio-tv, by Elington and Company.

CHARLES A. WINCHESTER, recently with Young & Rubicam, rejoined Doherty, Clifford, Steers & Shenfield as account executive in Bristol-Myers unit.

VIRGINIA BURKE appointed to post of assistant media director by Paris & Peart.

RAB

JOHN T. CURRY, JR. promoted to newly-created post of manager of regional sales, with responsibility for developing sales contacts among regional advertisers. He relinquishes post of manager of station services.

Shepard

Campbell

Pace

Weil

Richards

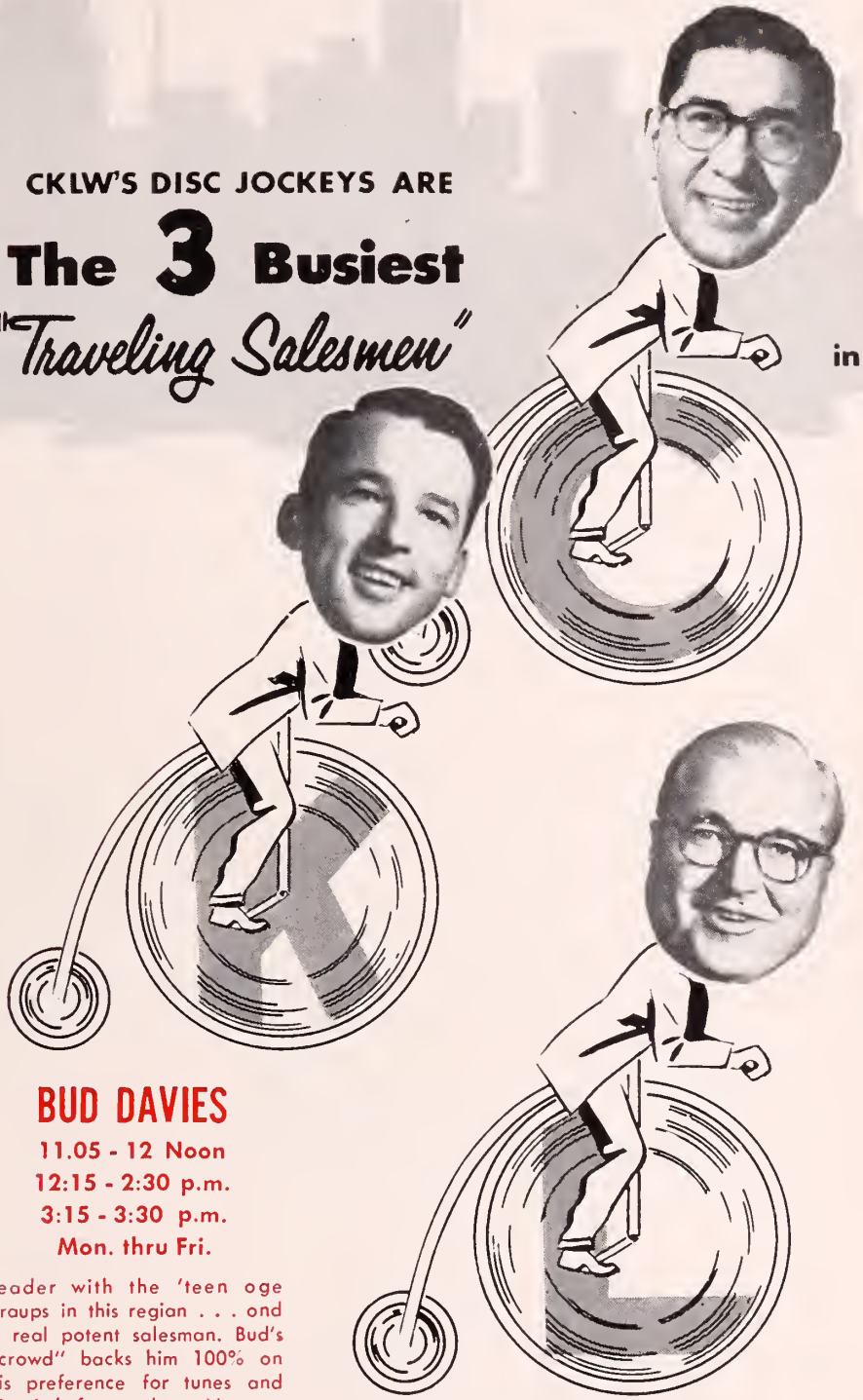
Dunlavey

Munro

CKLW'S DISC JOCKEYS ARE

The 3 Busiest "Traveling Salesmen"

in the Detroit Area!



TOBY DAVID

6:45 - 9:45 a.m.
Mon. thru Fri.

Music, news, time and weather are all part of Toby's show for early risers. Everything needed to attract listeners and keep them listening for bits of his own wacky humor that's cleverly woven in with commercials. He sells everything from toothpicks to tractor trailers . . . and at a record pace. Rates are reasonable, too.

BUD DAVIES

11.05 - 12 Noon
12:15 - 2:30 p.m.
3:15 - 3:30 p.m.
Mon. thru Fri.

Leader with the 'teen age groups in this region . . . and a real potent salesman. Bud's "crowd" backs him 100% on his preference for tunes and his pitch for products. No matter what your product may be Bud is selling the crowd that influences an important part of all the buying in every home. A real "traveling salesman" at a down to earth rate.

EDDIE CHASE

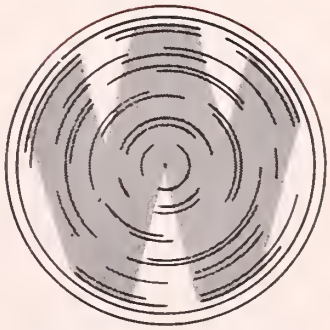
3:35 - 7 p.m.
Mon. thru Fri.

The dean of disc jockeys in this region. Eddie's easy manner and his uncanny ability to pick tunes the listeners like best during late afternoon and the dinner hour have won him one of Detroit's largest listening audiences. A top selling, plain talking gent with a contract renewal record second to none. If you're selling in this market you need punch . . . and Eddie packs a real sales punch.

50,000 Watts

CKL

800 kc Mutual

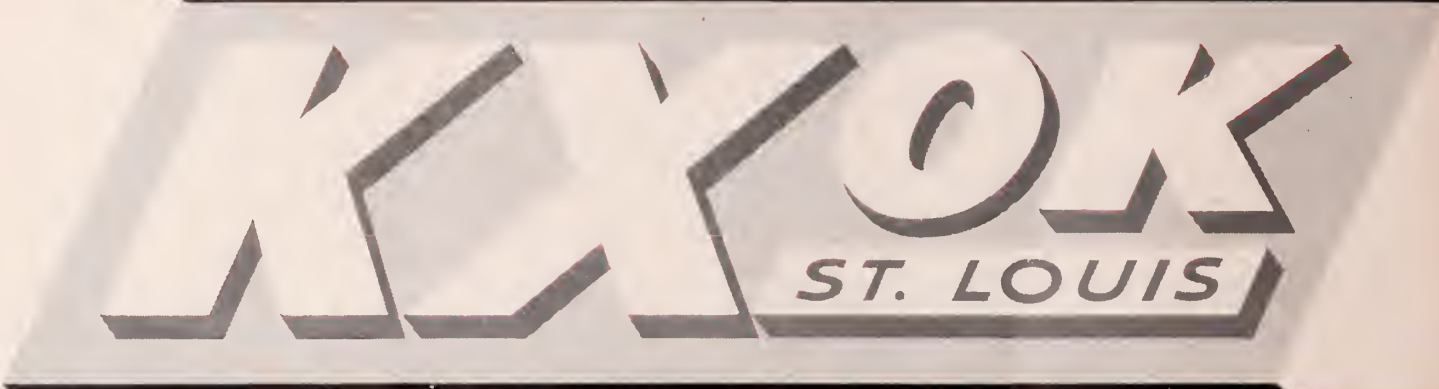


GUARDIAN BLDG. • DETROIT 26, MICH.

J. E. Campeau President

ADAM YOUNG, INC. *National Representative*

NEW SOUND



NEW LEADERSHIP

KXOK HAS THE HIGHEST AVERAGE PULSE RATING OVER THE ENTIRE WEEK OF ANY ST. LOUIS RADIO STATION

. . . based on EACH Pulse report since April 28, 1957 . . . the day KXOK initiated New Sound . . . the day KXOK began its distinctively modern programming of music . . . news . . . service for Mid-America. The New Sound is modern radio! Effective, flexible, dynamic . . . the New Sound of KXOK . . . your best Mid-America buy.

Represented nationally by John Blair & Co.

Radio Park, St. Louis 13, Mo. 5,000 WATTS 630 ON THE DIAL

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 1—NO

DECEMBE
1957

35 CENT

PRESENTATIVES
search, Promotion
the New Sell
page 19

SURVEY
tions, Advertisers
rn Up Support
page 22

NADA DRY
dio Doubled
les Up
page 26

ITUAL REBUILDS
w and Old Clients
y News-Music Format
page 28

Henry Riegner
WA Finds Air Coach
arket Responsive
Spot Radio
page 32

Where there's a *Storz Station* . . there's RESPONSE

generated by the kind of radio which—
in each of these major markets—
has more listeners than any other station

MINNEAPOLIS-ST. PAUL WDGY is first . . . All-day average. Proof: Hooper (31.3%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY WHB is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS WTIX is first . . . All-day. Proof: Hooper (25.9%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI WQAM is first . . . All-day. Proof: Hooper (38.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

7 OF THE TOP 10 RADIO ADVERTISING CAMPAIGNS ARE ON

...WHERE MORE PEOPLE ACCUMULATE!

The latest Nielsen Radio Index again shows NBC Radio the #1 network medium for circulation:*

Seven of the top ten, including the first four, radio advertising campaigns—ranked in terms of unduplicated homes covered weekly—are on NBC Radio.

The number one campaign, in fact, delivers over a million more different homes in a single week than are reached by the average EVENING TV program.

Audiences accumulate faster on NBC Radio because NBC Radio provides: programs that appeal to a wide variety of tastes . . . the greatest commercial flexibility . . . unique dispersion patterns.

Which helps explain why NBC Radio has been selected by *more* advertisers and more *different kinds* of advertisers than any other network.

NBC RADIO

*October 11, 1957

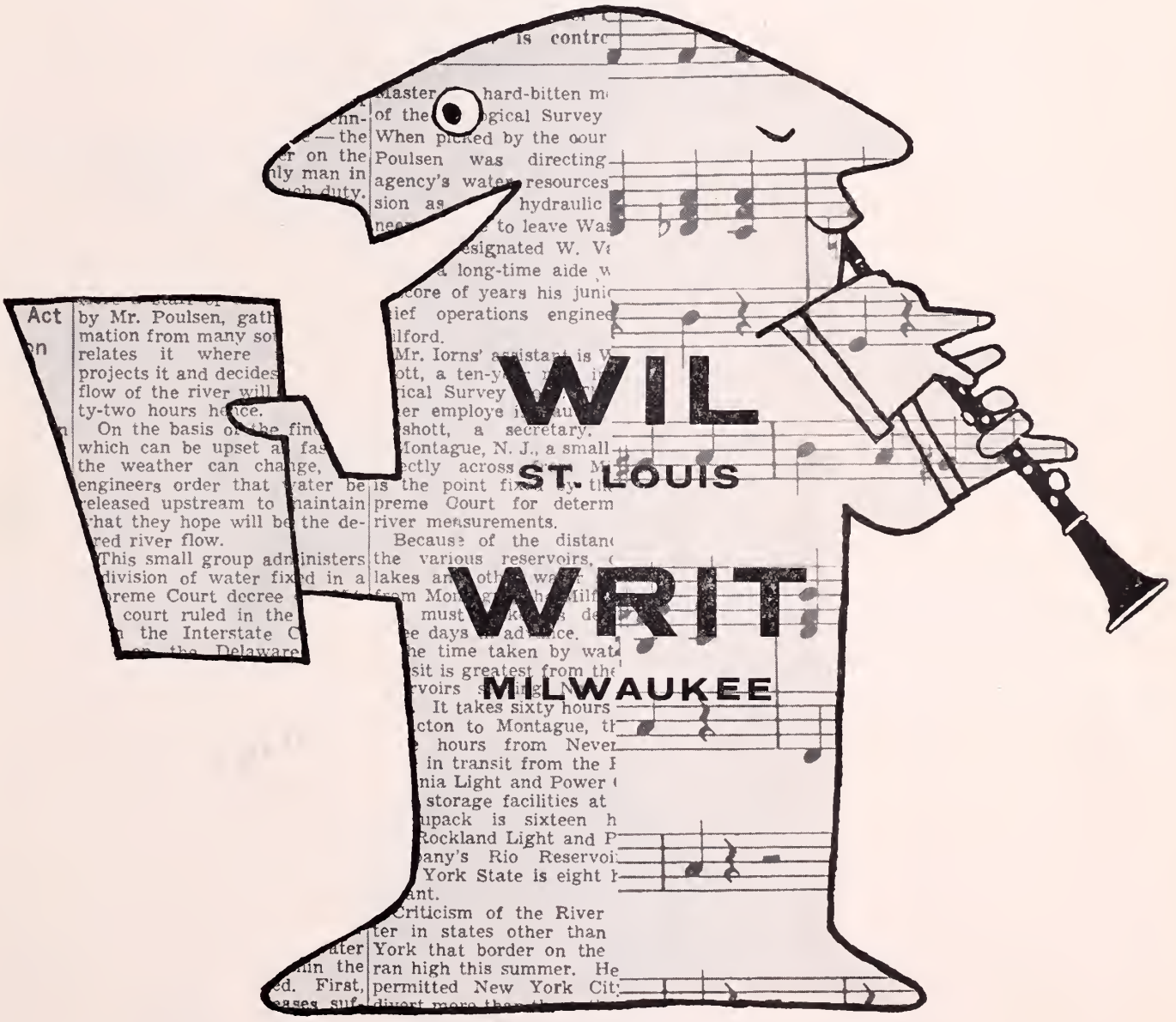
ADAM YOUNG INC.

Announces

WIL and **WRIT** programmed to the excitement and interests of today's intensive life. The mature concept of radio listening, that insures a buying audience in two major markets.

• • • •

Keep pace with the times and call your **ADAM YOUNG** man for choice availabilities.



THE BALABAN RADIO STATIONS

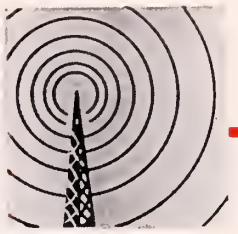
ADAM YOUNG INC.

New York • Chicago • St. Louis • Los Angeles • San Francisco • Atlanta • Boston

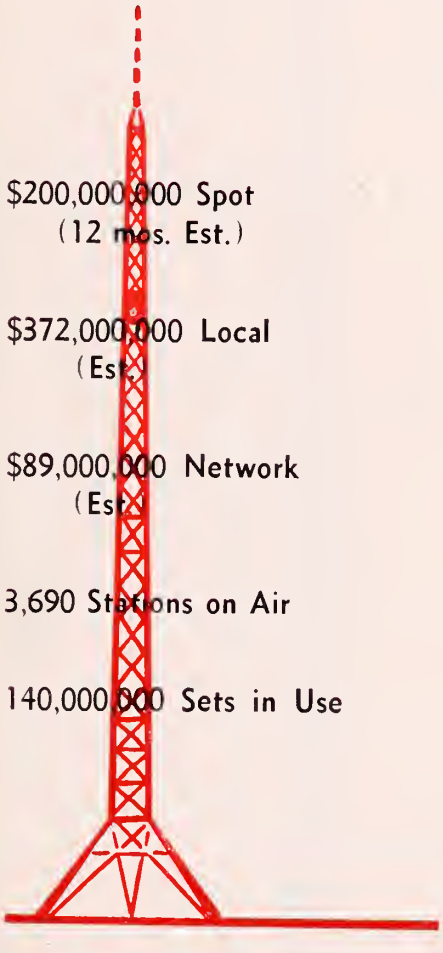
And smart timebuyers are changing their spots to **WPAT!** *This accounts for the rather significant increase in national spot business on "the gaslight station" in 1957; a figure which, happily, points to another record-breaking year of national advertising and just goes to prove what better broadcasting can do.*

"The Gaslight Station"
New York
New Jersey

WPAT!



Radio's Barometer



Spot: Prediction by Lawrence Webb, managing director of Station Representatives Association, that spot radio will reach the $200,000,000 mark this year is near achievement. Total sales for the third quarter of 1957 were $49,067,000, a 43 per cent increase over the $34,267,000 for that period in 1956.

At the nine-month point spot business totalled $144,462,000, which is just slightly less than the $150 million-plus that was chalked up for all of 1956. No matter what the final tally reads, spot radio is having its biggest year in radio history.

Network: NBC Radio expects a gain of 10 per cent in its billings for the next year, according to Matthew J. Culligan, vice president. (*See Report from Networks, p.* 47.)

By next April, Radio Advertising Bureau expects to list the top 25 network advertisers according to the largest expenditures. It is hoped that the list will include the company name as well as the money outlay. If this list proves workable, the bureau will expand the number of firms covered.

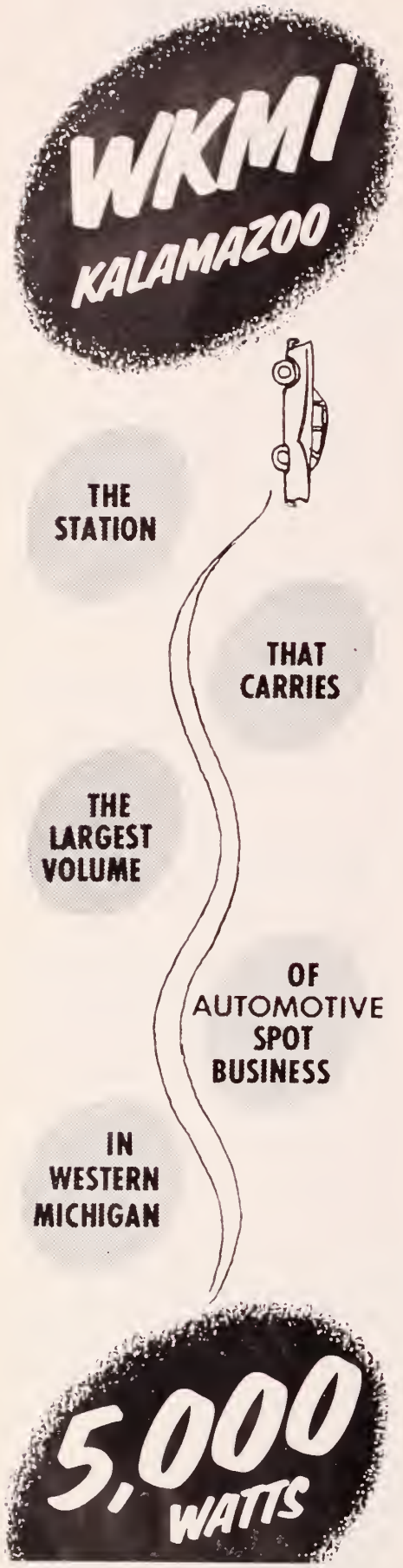
In another move relating to the measurement of radio, Kevin Sweeney, president of RAB, told U. S. RADIO that an overall 7 per cent increase in billings is expected for the coming year. (*See Hometown, U.S.A.*, p. 37.)

Stations: Total stations on the air, both am and fm have jumped to 3,690, up 25 over a month ago. The complete station activity looks like this:

	Commercial AM	*Commercial FM*
Stations on the air	3,157	533
Applications pending	368	29
Under construction	122	47

Pointing up the great revenue gains many broadcasters have experienced this past year is a statement from Gerald A. Bartell, president of the Bartell Group of six stations. Mr. Bartell said that gross revenues are up for his outlets 225 per cent over a year ago. These figures do not include the last two stations Mr. Bartell took over after Sept. 1. Mr. Bartell adds that "this will be the greatest radio year of all time."

Sets: Sales of radio sets for the first 10 months of 1957 totaled 6,764,221, according to a compilation by the Electronic Industries Association. For October alone, 923,849 radios were sold. As for car radios, a total of 4,362,091 were produced in the first 10 months. In October 522,746 were turned out. Total radio production in the 10 months came to 11,945,534. Production in October amounted to 1,569,180.



BROADCAST TIME SALES
REPRESENTATIVE

for buyers and sellers of radio advertising

U.S. RADIO

DECEMBER - 1957 VOL. 1 - NO. 3

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STORER RADIO STATIONS

WSPD
Toledo, Ohio

WJW
Clevelond, Ohio

WJBK
Detroit, Michigan

WAGA
Atlanta, Georgia

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Virginia

WGBS
Miami, Florida

GOING STEADY... AROUND THE CLOCK!

For 14 consecutive years, Edward C. Kutz has delivered the news on WSPD-Radio at 6:00 PM. His "And a Good Evening to YOU" salutation is heard by *41% of the total radio audience.**

EDWARD C. KUTZ

Mr. Kutz is also heard at 5:00 PM and 5:25 PM, and during the 14 years three advertisers have sponsored his newscasts without interruption.

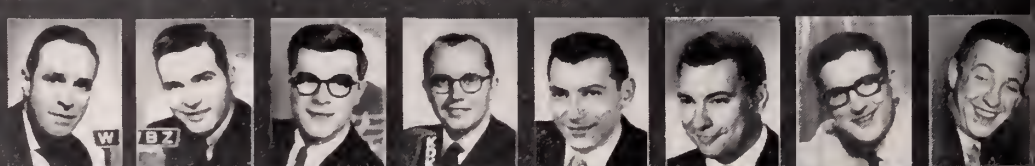
News is presented on WSPD-Radio 30 times a day, and top news ratings contribute to over-all audience supremacy. As in all other program categories—at all times—WSPD-Radio news ranks *first!*

**C. E. Hooper, Inc., July thru September, 1957*

WSPD RADIO
Toledo

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

how to turn



Carl deSuze
WBZ-WBZA

Bill Marlowe
WBZ-WBZA

John Bassett
WBZ-WBZA

Art Pallan
KDKA

Darrell Edwards
KDKA

Wes Hopkins
KYW

Specs Howard
KYW

Joe Finan
KYW

Alan Dary
WBZ-WBZA

Norm Prescott
WBZ-WBZA

Rege Cordic
KDKA

Bob Tracey
KDKA

Sterling Yates
KDKA

Big Wilson
KYW

Johnny Bell
KYW

Dick Drury
KYW

WBC Radio's deejays know how to program the kind of music that puts cold cash in advertisers' pockets... fast! They are 29 reasons why no selling campaign is complete without the WBC stations.

music into dollars...

They are the top showmen and salesmen in their respective markets. There's a sound difference on WBC Radio . . . and these popular personalities can prove it! For quick results, call A. W. "Bink" Dannenbaum, WBC VP-Sales, at MUrray Hill 7-0808 in New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

COVERAGE ?

Yes . . . but who's listening ?

In WHB's **96-county*** world

IT'S A WHB PULSE!

WHB is first in 432 of 432 quarter-hours

6 a.m. to midnight *(Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)*

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!
For WHB's unique combination of coverage and audience . . . talk to a *Blair* man . . . or WHB General Manager *George W. Armstrong.*

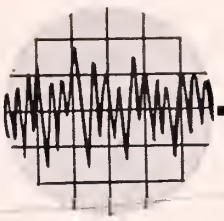
WHB
Kansas City
10,000 watts
710 kc.

**situated in Missouri, Kansas and Iowa*

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



Mutual Affiliates To Boost Each Other In Reaching Motorist

Mutual Broadcasting System will experiment at the end of this month with a unique on-the-air affiliate promotion aimed at reaching the motorist. Initially, affiliates from Maine to Florida, east of the Appalachians, will boost neighboring affiliates at station break or road-traffic broadcasts on a voluntary basis. Here's how it will work: a station will advise motorists driving either north or south that if their signal is fading, to tune to the stated frequency of the nearest Mutual station.

MBS Sounds Out Turnpike Traffic, Too

Mutual's pre-occupation with the motorist is evidencing itself in still another way. The network has asked 30 turnpike authorities across the country for a percentage breakdown of traffic by hours. When completed the survey will show heavy hours major arteries are traveled.

Gauging Car Tune-in At the Local Level

Hugh Riker Associates, Phoenix, has taken on the task of measuring auto radio tune-in. The firm uses the personal coincidental method at certain checking points like parking areas. In business less than a year, Riker already has taken such ratings in several southwestern markets. Montgomery, Ala., is one of the cities slated for a Riker auto tune-in study. The rating firm will not take a measure unless it gets the support of more than one station. The chief reason for this—in addition to sharing the costs—is that it gives the final measurement greater recognition.

Radio Exclusive: 'Listeners on Wheels'

A special report on car radios has been released by station representative Adam Young, Inc., New York. The study actually combines some of the Young firm's findings, along with data from Radio Advertising Bureau. It states that 72 percent of all U.S. households own radio-equipped cars and that there are a total of more than 35 million U.S. autos with radios. Peak tune-in hours, based on Nielsen data, are from 12 noon to 6 p.m., followed closely by the 6 a.m. to 12 noon period.

RAB Studies Agency Thinking

At recent RAB Regional Management Conferences, the bureau has been gathering views and data from agency executives—including time-buyers—on their thinking about radio. Most important, of course, is RAB's concern on how radio is bought. RAB has not made up its mind how or when it will release the material.

Fm Campaign For Car Radios

A push has been started by 17 fm stations across the country to have car manufacturers install fm radios as standard equipment. The stations have been scheduling five to 12 announcements daily encouraging listeners to write to automotive firms demanding fm inclusion. Names and addresses of individual manufacturers have been featured in the spots. WRFM New York claims to be the originator of the plan. Other stations are WKJF Pittsburgh; KTRH Houston; KONO San Antonio; WGAU Athens, Ga.; WJTN Jamestown, N. Y.; WEBQ Harrisburg, Ill.; WSVS Crewe, Va.; WDON Wheaton, Md.; WITH Baltimore; KRHM Los Angeles; WSNJ Bridgeton, N. J.; KLAC Los Angeles; WXHR Cambridge; WCOU Lewiston, Me.; WFNL Philadelphia, and United Fm Inc., Hollywood.

Milwaukee
WOKY

Boston
WILD

THE BARTELL GROUP

Where the buying is easy

DOMINATING SIX MAJOR MARKETS

At a single stroke, radio in these must-buys is competently accomplished. An exciting union of integrity, talent, imagination has created a superior radio service for the whole family. The fabulous Bartell success in rating dominance in each market is, therefore, only part of the story. Unreserved family acceptance has produced best buyership.

Bartell It... and Sell It!

San Diego
KCBQ

Atlanta
WAKE

Phoenix
KRUX

Birmingham
WYDE

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

washington

Multiplexing . . . Still A Thorn in Many Fm Sides

There are still dissenters in fm ranks on the FCC multiplexing rule. It is destined to go into effect March 1, unless this date is moved back as it has a number of times since it was authorized in July 1955. The rule requires that fm stations which engage in a functional music service convert to a multiplex operation and thereby offer a regular broadcast service as well. Multiplexing is a system whereby more than one signal can operate on the same carrier. The percentage of fm broadcasters opposing the switch is substantial, according to the FCC. Proponents of the rule favor the change on grounds that multiplexing will spell a true public broadcast service rather than the present "specialized" service to a limited audience. Opposition is predicated chiefly on (1) conversion costs (2) engineering difficulties with multiplex equipment and (3) alleged coverage loss in a multiplex operation. (See *FM, "Frustrated Medium,"* page 22.)

Spectrum Study Underway at FCC

The radio spectrum has moved to the forefront of current Commission business. For the first time in 13 years, the use of broadcast frequencies between 25-890 mc is under scrutiny. The ultimate goal: to help the FCC with allocation assignments and to start the spade work on information the Commission must have for the International Telecommunications Conference, which will be held in Geneva, Switzerland, in 1959.

. . . the Cry For More Space

One fact the broadcasting industry must face in the spectrum study is the cry for more space by non-broadcasters whose needs are mainly industrial, business or civic. In comments filed by the NARTB (which will revert Jan. 1 to its former name, National Association of Broadcasters), the association was thorough in its defense of presently assigned frequencies to commercial broadcasting. NARTB reminded the FCC that new developments indicate that non-broadcasters may obtain greater channel use within the present allocations framework by putting technological improvements to work for them.

. . . and at Electronic Industries Association

At the private industry as well as the governmental level, the radio spectrum is under study. The motivation differs but the subject matter is the same. Prompting the plea by Electronic Industries Association (formerly RETMA) for a close analysis of spectrum utilization is the threat of military encroachment on additional space. EIA, assured of broadcaster cooperation through the NARTB, is promoting an extensive spectrum study in which government and industry leaders in the field will participate.

Something New in Am . . . Compatible Single Side-band

There's a new twist in am broadcasting which has such great potential that NARTB has asked stations experimenting with the system to furnish any data available on their findings. The system has been termed compatible single side-band broadcasting and is being studied by the association's Engineering Advisory Committee. Among hopes for the system:

the chance of doubling the am broadcast band; higher fidelity in am broadcasts, and a reduction of broadcast interference.

In New York, WABC is one of the stations that has started experimenting with CSSB. During the first week of tests which started Dec. 8, WABC used the new transmission system from 6 p.m. to 8 a.m. The second week, beginning Dec. 15, the hours were slated to be 8 a.m. to 6 p.m.

Senate Committee Advocates Broadcast License Fee

Congress is being urged by the Senate Committee on Government Operations to consider the possibility of setting up a fee for broadcast licenses. The fee idea can be traced back two years when the Bureau of the Budget recommended that the FCC and other regulatory agencies look into the possibility of a fee system. The Commission complied but took the position that no fee should be charged since the law requires that a prospective broadcaster obtain his license fee from the Commission. The question became latent when the Senate Interstate and Foreign Commerce Committee directed the FCC to shelve the plan until it could be considered further. In resurrecting the fee proposal, the Government Operations Committee advances the opinion that "private interests" are fair-haired applicants at the FCC and that the favors extended them cost nothing. The cost falls to the taxpayer, the Committee insists.

NARTB's Freedom Information Role Is Stepped Up

The most critical job of NARTB's Freedom of Information Committee is to deal with the report of the American Bar Foundation that blocks any change in Canon 35. This measure opposes radio-tv coverage of court trials—the opposition to television is much greater than it is to radio. The Association's committee is headed by Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans. It recently held its meeting in New York.

the *Silver Mike*

THIS MONTH:

DON McNEILL

Founder and Star of
The Breakfast Club

Still A Front Runner After Twenty-Five Years

This month's "Silver Mike" is presented to a man who in 1930 lost a job because his station manager felt he had "no future in radio."

For a man with "no future," Don McNeill has distinguished himself as the innovator and personality behind one of radio's oldest and most successful daytime variety program —on the air almost 25 years.

The Breakfast Club began humbly one early morning in June, 1933, when Mr. McNeill took over an "anemic network fill-in program," *The Pepper Pot,* for a Chicago station. Within a few weeks he had changed the name and the format—and *The Breakfast Club* was born.

Who was Don McNeill in 1933? He was a 25 year-old journalism graduate from Marquette University, class of '29, who had aspired to become an editorial cartoonist. To finance his education, he had gone to work at a Milwaukee station at $3.50 a week—announcing, writing a radio column, doing an engineering stint on the side, and sweeping out two studios.

Within two years he had worked himself up to $15.00 a week and was handling his own radio show. It was then, in 1930, that he lost his job for lack of a future in radio.

Leaving Milwaukee, he became radio editor and announcer at a Louisville, Ky., station. There he met Van Fleming, with whom he originated a comedy act that stayed together for a year in Louisville and for 18 months over a West Coast network out of San Francisco. When the act broke up in 1932, he returned to Milwaukee and then got his break on the Chicago *Pepper Pot* show.

The Breakfast Club, which has entertained so many people and sold so many products, is a reflection of Don McNeill's philosophy of broadcasting. He has many times said that "each program for me is a premiere, including tomorrow's broadcast. It sure is better than working."

This attitude has made his show a family get-together for a quarter of a century. His listeners, who write almost 10,000 letters a week, and who buy the products he sells, are among the most loyal in radio.

"We're mighty proud," he says, "of the constant flow of fine letters from our *Breakfast Clubbers*—letters like you'd write to your family."

In his years on radio, Don McNeill has received almost every radio award and accolade, and also citations from many religious and community organizations. He is one of radio's leading citizens, and a symbol of radio's growth and potential. •••

RANKS 11th

IN THE NATION

in per family income
($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN **97.3%** OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY **55%**
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

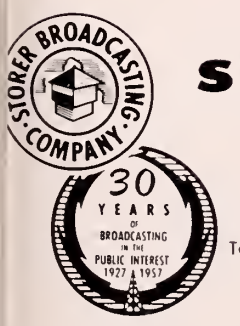
READING TIME: 6 SECONDS

the BILLION DOLLAR

DRUG STORE

ONE BILLION DOLLARS
IN DRUG SALES
IN STORER MARKETS
IN 1956*

...with a significant share enjoyed by drug advertisers on radio and television stations owned and operated by the Storer Broadcasting Company



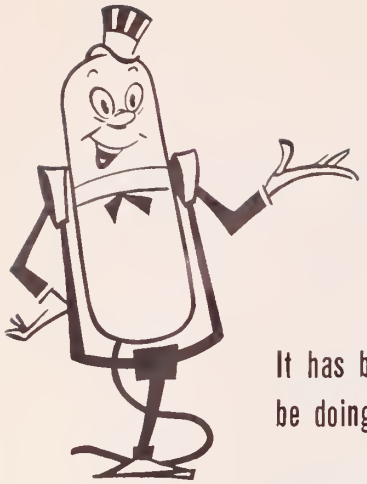
STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
Toledo, Ohio	Clevelond, Ohio	Detroit, Mich.	Atlonta, Ga.	Wilmington, Del.

WSPD	WJW	WJBK	WAGA	WIBG	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlonta, Ga.	Philadelphia, Pa.	Wheeling, W. Vo.	Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Froncisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"



U.S. RADIO . . .

. . . the monthly magazine for buyers and sellers of radio advertising.

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

U. S. RADIO . . . the monthly magazine devoted 100% to radio advertising.

10,000 circulation . . . 6,000 copies each month to advertisers and their agencies.

DOC LEMON — 6 to noon

ART ROBERTS — noon to 6

Double whammy!

New, stronger programming, personalities always the best buy in this market!

Wcue

The ELLIOT STATIONS

great independents · good neighbors

TIM ELLIOT, President

Akron, Ohio - **WCUE** / **WICE** - Providence, R. I.

National Representatives The John E. Pearson Co.

LETTERS TO

Editorializing

Like your magazine. Article, "Taking Sides," in November issue fine. Recently started our own editorial policy here. Appointed editorial board of forty in county, and thirty-two accepted and answered first questionnaire. Subject: United Fund.

We feel that an editorial policy unless influenced by cross-section of opinion could be dangerous. Spoken word with emphasis and inflection can be "blasting." Newspaper editorials seldom read. Radio editorials reach masses. Great power. Where did Hitler do his editorializing?

W. J. Page
General Manager
WABZ, Albemarle, N. C.

Hard Sell versus Soft Sell

I wanted to compliment you on the article "Hard Sell versus Soft Sell" in the November issue. You handled the subject very well. Good luck to your new magazine.

Edward H. Mahoney
V.P. and Vice Chairman of the Creative Board
Cunningham and Walsh

. . . Looks wonderful!

Arthur Bellaire
V.P. in Charge of Radio-TV
BBDO

RAB's "Pocket Salesman"

We applaud the efforts of the Radio Advertising Bureau, as reported in your last issue, in using tape recorders to sell radio to advertisers. You mentioned that RAB has been doing this for six months. We'd applaud even harder—and be most appreciative—if you'd mentioned that Broadcast Time Sales had been taking its stations "in person" to advertisers and agencies for almost five years.

Our own experience in using the sound of radio to sell radio has convinced us that it is the best way to sell the medium. It is usually a little hard to pin down exactly why a sale was made, but all of our salesmen can name any number of instances when, after hearing a tape recording of one of our stations, an advertiser bought because he felt this was the station that could do the kind of job he wanted done.

Sam Brownstein
Promotion Manager
Broadcast Time Sales

Pioneer Advertiser

Thank you very much for awarding me the "Silver Mike." I was very much pleased with the article hailing me as a pioneer advertiser.

These things happen and are thrust

THE EDITOR

upon a person and if they are successful they receive an award and if they are not successful they lose their jobs! It so happened we had a wonderful product which once introduced stayed sold for a long time.

Thank you again very much for this valued recognition.

Charles S. Beardsley
Chairman of the Board
Miles Laboratories

Kudos

This letter ought to have been written a month ago when your initial issue of U.S. RADIO came in. I most assuredly wanted to be among the first to offer congratulations and to wish you success, especially since I have been so vocal at times about the playing down of radio in the trade press.

Now that your venture is "off the ground" I hope its career is as spectacular as the October launching.

Lawrence A. Reilly
President, WTXL
West Springfield, Mass.

May I be among the many who must be sending you best wishes for every success.

Seymour N. Siegel
Director, WNYC
New York

Congratulations on a great new magazine. We here at WCEN think that it does a lot for the outlying radio stations in keeping up on the phases of radio work.

The Staff
WCEN
Mount Pleasant, Mich.

Your magazine has been received here very well. We need those success stories from advertisers.

George Mastrian
Program Director, WCPA
Clearfield, Pa.

. . . Wish you all the success in the world in your new enterprise.

Noel Rhys
Executive Vice President
Keystone Broadcasting System

. . . Sincere best wishes for success.

Lee Bartell
Managing Director, KCBQ
San Diego

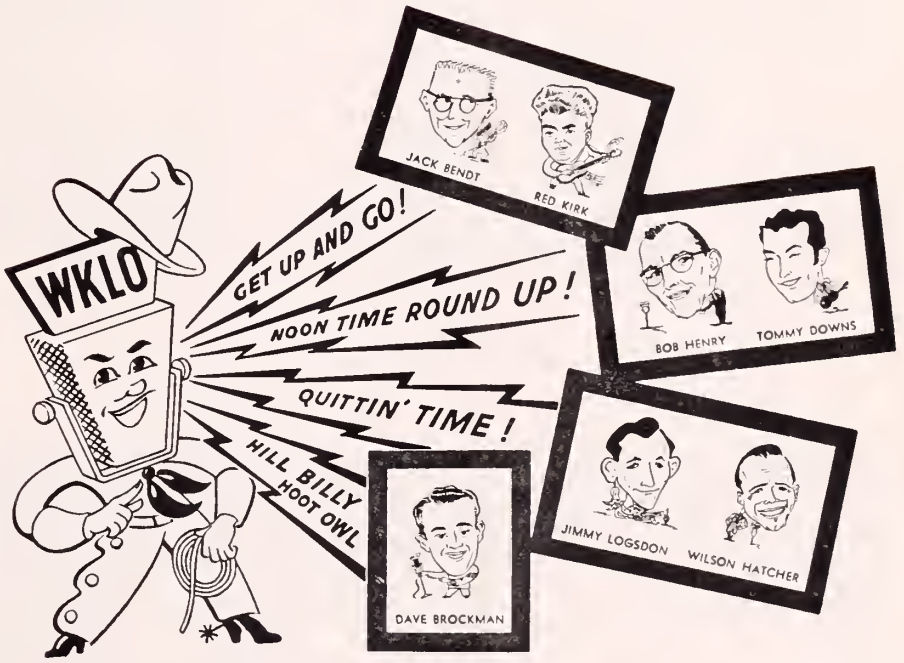
May we congratulate you on a terrific first issue!

Holt Gewinner, Jr.
National Sales Promotion, WSB
Atlanta

I want to congratulate you on an excellent magazine. It certainly does an excellent job of coverage of that most important medium, radio.

Albert T. Fisher, Jr.
President, WPAL
Charleston, S. C.

WKLO
LOUISVILLE



With these WKLO Air Salesmen you reach the heart-strings that control the purse-strings of Rich Kentuckiana. May we tell you more about their Proof Positive (PROFITABLE) Performance?

Ask Bill Spencer, Manager, or Your JOHN BLAIR MAN

LIVELY... THAT'S WXYZ RADIO, DETROIT

Here are the people and promotions that make it so!

WOLF! What Detroiter hasn't seen Fred Wolf broadcasting from his famous Wigloo? Few we'd venture . . . because Fred is the man that moves from busy intersection to busy intersection seeing and being seen while giving out with his own kind of patter!

WINTER! Wherever Detroiters are together in large numbers, there you'll find Paul Winter's famous broadcasting booth! Paul gets around . . broadcasting only the finest popular and musical comedy music from a different area each day!

McKENZIE! Few Deejays in the country have achieved the stature of Ed McKenzie. He's looked up to by teen-ager and adult alike . . . so much so he's been named Detroit's "Man of the Year!" Community awards? Ed's got a hatful . . . because like all WXYZ talent—he gets around!

SHORR! It's Standing Room Only when Mickey Shorr's the emcee! He's just as much at home at a theatre stage show as he is behind his mike at WXYZ Radio . . . and always delighting his audiences with his special kind of jargon that has worked its way into the language of Detroiters!

Yes, LIVELY . . . that's WXYZ Radio . . the station that gets around! And along with its famous local talent it integrates The American Broadcasting Networks new LIVE shows from New York, from Chicago, from Nashville. It all adds up to LIVE, FUN RADIO for all ages and groups of Detroiters. The kind of radio that's proving itself the most effective selling tool in Detroit—costwise and volumewise. John Blair & Co. has the facts. Call them. What they have to say will be music to your ears!

LIVELY

WXYZ-RADIO, DETROIT

"The Station that makes *all* Detroit its Studio!"

The Representative: His Business Branches Out

This expanding segment of the industry, setting an all-time high in 1957, is selling spot radio with new research and promotion.

The role of the representative, once simply a matter of submitting availabilities, an engineering coverage map and the lowest cost-per-thousand, has expanded until representative firms have become complex sales and service organizations—whose total 1957 sales will reach an estimated $200,000,000.

The various services to stations, agencies and advertisers performed in addition to his primary function—the sale of spot radio—have caused the representative to establish within his own organization large research and promotional departments.

Twenty-five years ago, according to Lewis H. Avery, president of Avery-Knodel, "sales executives of stations had to canvass the prospects in a remote city without knowing in advance who were prospects and who were not.

"Also," he continues, "advertising agencies or an advertiser interested in using spot in a distant city had to board a train for that market, interview the station execs individually, and place his advertising on an individual basis."

Today, how things have changed! More than 1,600 persons are employed by the 53 national representatives, not including the network spot sales departments or the 55 regional firms. But only about 620 of these employees are salesmen. The

others, more than 60%, are engaged in corollary functions—usually promotion and research.

Better Perspective

A national representative frequently has a better perspective than a local station. He has concrete evidence of the pros and cons of various operational formulae. In particular, a representative can influence a station's programming so drastically as to turn a third-rate operation into one of the best in its market.

In September, 1954, for example, when The Bolling Company began to represent WCBM, Baltimore, the station's programming was "non-descript, featuring slightly long hair records."

"We reviewed the station's efforts and agreed to represent it only if the programming were violently changed," reveals George W. Bolling, president of the firm. "Currently, the station carries controlled popular music and baseball, which was exactly what the doctor ordered for this particular market.

"In a three-year period," Mr. Bolling claims, "the station's billing zoomed from about $100 national billing to approximately $30,000 monthly national billing. This is a phenomenal success story. Bolling, in addition to its advisory work, was also doing a sales job in getting the information to the buyer of the new look of WCBM."

Need For Research

The obvious need for research stems from the truly complicated nature of the representative business. "Probably no form of media selling, or in fact any selling, requires so much detailed and up-to-date information as spot representation," says Frank M. Headley, president of SRA and of H-R Representatives.

Multi-Sell

He points to the fact that with the representative selling announcements, participations, locally produced service and entertainment programs, and syndicated shows—and with the status of each of these changing from day to day—"to negotiate the sale of even one spot announcement, and to keep it sold, practically a file folder of sales promotion material is needed and used."

The research and promotion departments supply in workable form for each sale: information on price, comparative station coverage, current audience rating, previous sales record, program content and proximity to advertising by competitive products.

And to its own stations, the rep-

Peters, Griffin, Woodward Inc. began operation of an automation system this fall, designed by the Univac Division of Remington Rand. Here in Data Processing Department, PGW employees classify voluminous information that will speed service to agency clients and stations. Employees were schooled in automation.

The research material being turned out is now a major part of the representation business

resentative supplies voluminous information and counsel in these areas: general station information and background data, program and talent availabilities, reports of sales successes, descriptions of merchandising services, compilations of farm data, specialized maps and charts, advertising campaigns, press and public relations, and many more.

Typical Expansion

Typical of the expanded role of the representative is this description of the New York office of Edward Petry & Co., by William B. Maillefert, vice president in charge of radio:

"Indeed the representative business today is going through a period of constant expansion, and as a result, we are perhaps the most important middle man in American business.

"To provide advertisers and their agencies with really effective and efficient marketing, we have expanded the Petry Company considerably over the past year or so," he continues. "We have new departments such as our Sales-Service-Traffic Department which processes a mountain of information every day. We have a new Contract-Estimating Department.

"We have new forms," Mr. Maillefert adds, "new and very active committees, and an expanded promotion and research staff. We are prepared to do research jobs of almost any size and scope. We are daily involved in sales development; we are very actively involved in station programming.

"Petry has new printing equipment to put out multi-colored presentations like our recent five-color presentation on nighttime radio; we

(Cont'd on page 50)

FM "the

With '57 Strides Behind Them

FM'ers Look to Brighter '58

Despite Past Misfortunes

And Attempts to Alter Band

The past year has been one of the most enthusiastic in the recent history of fm. Yet, at the same time, outside demands for fm's air space have never been louder. With 533 stations on the air and another 47 under construction, fm stations face a decisive—and many people feel bright—year.

To get the fm story, U.S. RADIO talked with the author of the "Ray Stone Report," officials of an FM group, an independent FM broadcaster and an "FM only" representative—to discover what's ahead for "the frustrated medium."

"It would be unfortunate if FM did not become successful just for the absence of coordination, research and organization," says Ray Stone, author of the March, 1956, report that stirred the industry. "But this is a possibility.

"In the original report," continues the Maxon, Inc., timebuyer, "we said: 'The extreme lack of information seems to be the fault of everyone concerned. It is doubtful that there is any other business in the U. S. of

RAY STONE comments on his widely-read FM report and speculates on the future.

DONALD H. McGANNON expresses the faith of Westinghouse Broadcasting Co. in FM.

frustrated medium"

the magnitude of FM about which so little is known.'

"A new report would come out in March or April—if one comes out at all. There doesn't seem to be much of a need for it. We would just bring it up to date and organize a lot of material.

"Since the report," Mr. Stone notes, "there has not been much change generally. Specifically, there has been some. Los Angeles, for instance, is having what you could call a 'boom,' New York is better. But," he warns, "FM must achieve some organization in the next year or so—because of the study the FCC's making. Fortunately, FM has made some good impressions in the past year or so, but it must get stronger."

Mr. Stone adds that "if the FCC changes it along the lines of some talk I've heard—if it changes technical requirements—that could obsolete sets. FM would then not be 'undesirable'—it would be 'non-existent.'

"AM radio," Mr. Stone points out, "was organized by, regardless of what you call it, the networks. And the networks got it off the ground. What does FM need to sell it? The same kind of coordination. A coordinated group of stations.

"Give me 10 top markets," he theorizes, "with good stations featuring consistently good programing from 7 a.m. to 11 p.m. To get national advertisers, this is the obvious place to start in an air medium.

"Time schedules won't be needed like ordinary networks. You'd eliminate the drawbacks of ordinary networks with 'clock hours' and local news. Formats would be similar in major cities, although coordinated programming could be altered for smaller markets. The 'network' could provide at very little cost practically half the programming. That would solve for the stations the problems of what and how to program and which selections to play.

"There are good and excellent stations from both a personnel and programming standpoint today," comments Mr. Stone, "but they lose sight of the fact that they have to make some money.

"Many FM broadcasters seem to overlook the essential requirements of what we in the United States call successful broadcasting: A profitable station income. It doesn't have to be a large one," he notes, "but there has to be some profit. And practically the only way to secure a profit is through the sale of commercials.

"National clients have been most responsible for the success of AM radio and tv," continues Mr. Stone, "but they have not been interested in FM because of the lack of basic promotion and research. They must be factually shown that FM is not in competition with AM or TV. It is a specialized medium. The others are mass media.

"Simultaneous operations basically are not providing anything. FM should go after an entirely different audience. In England its bigger than ever," he points out. "In Europe there are as many FM as AM stations. But in the United States, where it has so many advantages technically and for advertisers, FM has not grown as it should."

There are encouraging signs that the Stone Report has done some good. There are many groups today fighting to put FM on a par with the other media.

Westinghouse Broadcasting Company's FM outlets, for instance, are offering advertisers "a rifle shot rather than a shotgun." According to J. B. "Steve" Conley, special assistant to the president of WBC, "We are enjoying pronounced success with KDKA-FM, Pittsburgh, and KEX-FM, Portland, Ore., both of which began operations August 1. WBZ-FM, Boston, and KYW-FM, Cleveland, are scheduled to begin operations by the first of the year. They were delayed for technical reasons.

"We are especially gratified," says Mr. Conley, "that some national advertisers have been attracted. Both Gulf Oil and Westinghouse sponsor one-hour shows daily."

Faith in FM

WBC's faith in the future of FM was expressed recently by its president, Donald H. McGannon, who stated that "FM is at last on the march, and that day may not be too far distant when our country will have three separate major media for broadcast entertainment and advertising: television, AM radio and FM radio.

"Each would serve its own audience and advertisers," he continued, "with its own kind of programming. We have enough confidence in this thesis . . . to make a considerable investment of time, effort and money in it."

WBC agrees with Ray Stone that each medium should provide separate services to separate audiences. "Our television stations," Mr. McGannon said, "provide a blend of highly produced, star-cast entertainment in the form of network and film programming, with local interest productions, calculated as high quality, *mass-appeal* viewing. Our AM stations combine music, news and service with particular attention to the tastes and needs of each local station area. And here again, the goal is . . . *mass-appeal* listening.

"In our FM programming," he said, "we will aim to serve a more specialized audience, the ever-growing number of fine music, high fidelity fans whose particular listening preferences are not specifically served by the general run of our AM and television programming."

Westinghouse expects to attract "large and influential audiences" through FM. They believe that there will be a new emphasis on education in America which, added to a constant cultural growth they feel has occurred during the last quarter-century, will create the demand for better FM-type programming.

If the Los Angeles FM boom is any indication, Westinghouse may indeed get those "large and influential audiences."

There will be 20 FM stations in the Los Angeles area by Jan. 1, 1958. Of these, 14 are full-time commercial "FM only" outlets, five are simultaneous operations with AM outlets, one is an educational station.

National Advertisers

The most encouraging news about the boom is the fact that it has attracted important national advertisers. Some who used FM in the past year are: Admiral Corp., Breast-O'-Chicken, Capitol Records, Cinzano Vermouth, KLM Royal Dutch Airlines, Mercury Records, Nestle's Instant Coffee, RCA Victor, Seven-Up and Time, Inc.

In the Los Angeles area, FM stations are cooperating on several projects. Last month, at a luncheon given by Harry Maizlish, owner of KRHM-FM, the broadcasters appointed a committee to investigate the possibility of promoting sales of the Regency FM TeleVerter. The device converts any tv set to an FM receiver with the flip of a switch.

"We are hoping that a majority of the FM stations will get behind it to increase listening," Mr. Maizlish tells U. S. Radio. "The converter costs only $19.95."

The Los Angeles operators are also looking into the formation of a permanent organization of FM broadcasters similar to the AM Southern California Broadcasters Association,

why buy FM?

Fm reaches exclusive audience. These fine music and high fidelity fans are served very little by other air media. An FM Unlimited study shows that from 50-75 per cent of listeners watch no tv.

Listeners who tune to fm are generally well educated. From 50-60 per cent are college graduates.

Average income of fm tuners is higher than norm. About 94 per cent of the fm audience is made up of business executives, professional and technical men, educators and skilled people.

Among fm listeners, there seems to be more money to spend. About 70 per cent earn more than $5,000 a year and the remaining 30 per cent earn more than $10,000.

and extensive surveying of the local FM market.

"I am currently engaged in selling our Milton Cross Show to stations around the country," Mr. Maizlish reveals. "From what other medium," he asks, "can you get 18 hours of the world's greatest music a week with the nation's number one music commentator?

"This is the type of programming which makes FM a separate medium for a separate audience," he points out emphatically. "Only on FM could you hear it."

An FM Representative

FM Unlimited, another organization attempting to sell the medium, represents more than 30 "FM only" stations. Ed Merritt, vice president of the firm, admits that "basic commercial support is still local. National advertisers," he states, "are moving in only on a selective basis because there is so little available research on FM advertising results.

"Generally," says Mr. Merritt, "advertisers have misconceptions about FM. The industry as a whole has come to be known as a 'good music' or 'concert music' type of operation. The use of these phrases has become badly distorted. There are stations that exist for 'background music' and call themselves 'good music' stations. But their music is certainly not concert music. That's why there is such need for research."

What of the future of FM? The figures, which don't lie, are almost phenomenal. They indicate a decided renewal of interest in FM in the past year, and more particularly in the past two months.

Demand for Channels

In that two-month period, 22 grants for new FM stations have been made by the FCC. People in close touch with the medium's progress can remember *years* in the past when 22 grants were not made. Two specific reasons for the sudden demand for FM channels are (1) the public's continued interest in hi-fi and (2) the success of background services.

According to the FCC, as of Nov. 1, 1957, total authorization for FM outlets stands at 580. Of that number, 533 are on the air and 47 hold construction permits. Other figures, like the estimated 12,800,000 sets in use as of last month, point to a growing industry. And the Electronics Industries Association looks at FM as "a healthy youngster on the brink of outgrowing the romper stage."

It may be well that the "romper stage" is over, but adolescence may be even harder unless the child is properly guided. With the "coordination, research and organization" that Ray Stone talked about, FM could soon become a healthy young adult. • • •

In addition to having more money to spend and a better than average income, FM Unlimited reports that listeners of this medium have great buying power. About 80 per cent are between the ages of 21 and 50.

The fm audience is loyal and appreciates the station that provides the type of programming it wants. At the same time, fm listeners respond to intelligent and soft-sell advertising, FM Unlimited states.

PROFILE OF FM

In 1923, Major Edwin H. Armstrong hit upon the idea of a transmission technique which worked on opposite principles from am.

Throughout the 20's and 30's, Major Armstrong refined fm until by the late 30's several experimental stations were on the air.

WSM-FM, Nashville, received the first commercial fm license on May 29, 1941.

Events which interfered with fm development (according to the Ray Stone Report) were:

(1) World War II.

(2) FCC change of frequency band.

(3) The growth of tv.

Actions which retarded fm's growth were:

(1) Questionable set or circuit design by many of the larger electronic manufacturers.

(2) Irregular fm set manufacture and sales campaigns.

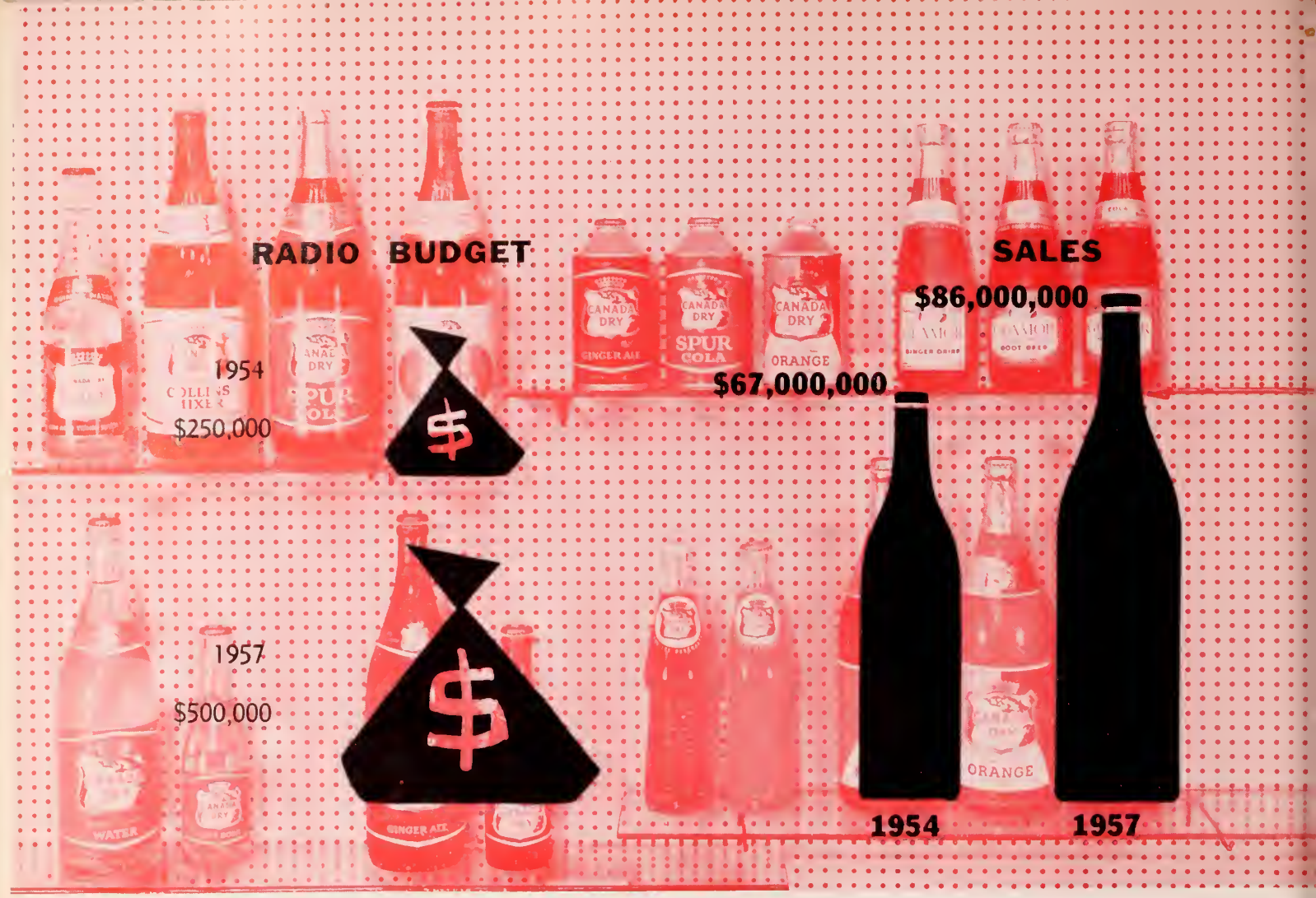
(3) Unsatisfactory promotion of fm among manufacturers, distributors, retailers and servicemen.

(4) The combination of am-fm-tv licenses under common ownership, especially where other mass communication facilities are also commonly owned.

(5) Stations giving fm as a bonus to am.

(6) The radio networks, service organizations, station representatives, agencies and clients' subsequent acceptance of free fm.

In spite of these limitations, fm has been able to survive. Most of the credit for this belongs to a hard core of broadcasters who persevered the "dog days." Their faith has been rewarded, especially in 1957, with the steadily growing number of fm operators who are making their outlets paying propositions.



Canada Dry: Radio Doubled, Sales Up

Outlay for radio up 100 per cent

In three years—outstrips

Other media in rate

Of expansion

Canada Dry is using twice as much radio today as it did three years ago. In 1954 the beverage firm and its bottlers earmarked $250,000 for radio. By the end of this year the budget allotted to radio will reach $500,000.

During the same three-year period, according to F. E. Benson, Jr., advertising manager, the percentage spent on print advertising remained constant, while television allocations dropped 80%. The total advertising budget for Canada Dry for the same time span has risen 10%.

Mr. Benson attributes radio's rapid expansion in the Canada Dry picture to radio's "extreme flexibility and low cost. Radio offers decided advantages as an advertising medium for a carbonated beverage company, because its flexibility allows us to promote easily different combinations of products in different mar-

kets depending on the needs in each area. We can also quickly increase our advertising pressure at peak selling seasons like Christmas, which is coming up now."

Canada Dry, which will celebrate its 50th anniversary next year, started out marketing just one product, its "pale dry ginger ale." Over the years the company has added soda, quinine water, collins mixer, root beer, Spur cola and a full line of fruit flavors.

The parent company itself owns and operates 19 bottling plants, and has granted franchises to 164 independent bottlers across the nation. Most advertising except for national magazines is now done on a local level with the parent company and the bottlers contributing equally to the budget.

Bottlers Buy Time

The bottler in each area buys his own radio and tv time, and his own local newspaper space. He is advised and assisted wherever necessary by Canada Dry in New York, and by its agency, J. M. Mathes, Inc.

According to E. William Dey, Jr., Mathes account executive, "About 60% of the soft drink market goes to colas, so in the overall picture, Canada Dry is competing for the other 40% of the market. We have a special advertising problem because of the variety of our products and because of varying tastes for these products in different sections of the country."

Mr. Dey explains that in some sections of the country the Canada Dry fruit flavors are the big sellers, while in other areas the mixers or the ginger ale hit the sales peaks.

"Radio," Mr. Dey points out, "is both local and flexible. An individual bottler knowing his own area can buy time on spot radio for the Canada Dry products which should be hit hard in that locale. We then supply proper commercial copy.

"We did have a network television show a few years back, but have dropped it. We found the cost prohibitive, and also we did not have the versatility we needed. On network tv we couldn't push our Hi-Spot Lemon Soda in one area and our ginger ale in another."

Mr. Bensen finds that radio possesses another important advertising advantage. "During peak seasons we can get the kind of spots we need. For example, at Christmas time we emphasize our mixers, often with saturation of 50 to 150 spots a week on the same saturation."

Here's one of Canada Dry's mixer commercials which makes the rounds at this season of the year:

Here's another character from the Canada Dry Rogues Gallery: It's "On-the-Rocks Rudy" . . .

On the Rocks Rudy and his wife Judy

Quaffed strong drinks in their own "solitude-y"

Not one friend thought these things savory,

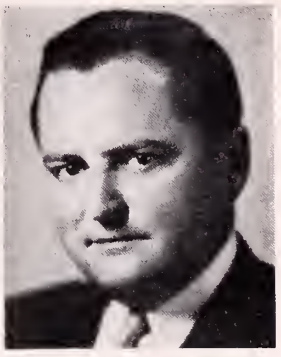
To take even a sip took considerable bravery.

All agree: a mixed drink is a better libation

When it carries the flavor of

Canada Dry Carbonation.

What's really better about Canada Dry? That exclusive Canada Dry Pin-Point Carbonation, for one thing. It helps you feel good the next morning by speeding the liquids through your system 80% faster. It helps aid your digestion. And Canada Dry mixers—Club Soda, Ginger Ale, Quinine Water, Collins Mix and Hi-Spot Lemon—have a dry taste that brings out the "true" flavor of the spirits. And Canada Dry's exclusive Pin-Point Carbonation makes drinks sparkle longer, brighter. Don't be an On the Rocks Rudy—enjoy that next mixed drink—and make it with a Canada Dry mixer. Remember: with Canada Dry, you taste the difference in the drink, feel the difference in the morning.



F. E. Bensen, Jr., Canada Dry ad manager

W. E. Brayton, Mathes vice president

Canada Dry buys daytime spot radio heavily, which averages about 62% of the total radio budget. Mr. Bensen says, "Radio record shows are highly popular with teen agers who drink more soft drinks than any other age group. Housewives who do the family buying listen to daytime radio. They can't do housework while watching tv or reading the newspaper, but they can keep the radio on."

Canada Dry and Mathes point to considerable sales increases in areas using spot radio heavily. William E. Brayton, Mathes vice president in charge of the Canada Dry account, mentions a recent 20% sales jump in Cleveland, Boston and Los Angeles after heavy radio spots were bought. Mr. Brayton attributes the upswing in Canada Dry sales directly to radio, as the schedules for other media remained the same.

Mr. Brayton says that three years ago Canada Dry was buying 75 radio stations regularly. Today the company advertises over 105 stations on a consistent schedule, with excellent sales results.

Radio, reports Canada Dry's Fred Bensen, also serves the company well on special promotions, which it may wish to run in a particular section of the country at a particular time.

In 1954 Canada Dry sales were approximately $67,000,000. When the annual report comes out this year, they will have climbed to over $86,000,000, according to Mr. Bensen. "We feel that there is a direct correlation between our increased sales and our expanded use of radio during the same period," he concludes. • • •

Paul Roberts,
president of MBS.

One of a series in an analysis
Of network programming and sales

Mutual Rebuilds

An extensive format restyling featuring news, music and sports is starting to pay off for MBS and its affiliates.

The Washington office is Mutual's chief news bureau, presided over by Robert F. Hurleigh, vice president in charge of operations in the Nation's Capital. The day's news budget is thrashed out in Mutual newsroom by Mr. Hurleigh (left) and veterans Cedric Foster and Jaff Ford (right). Mutual uses all major wire services in New York and Washington.

Mutual Broadcasting System is edging its way into the black through news. Its entire programming structure is being built around a hard-core news operation that is comparable to any big city paper.

The immediate wisdom of this action is reflected in sales data which show that all newscasts are sold out through Dec. 31, with every reason to believe that this healthy picture will be seen throughout the year. Paul Roberts, president of MBS, is shooting for projected billings of $14 million for 1958. In 1957, gross revenue will probably come to about $8 million.

Among Mutual's most saleable commodities will be news and special events. New York now serves as national and international news headquarters for the network. Washington, the network's chief bureau, illustrates how this hard-core operation has taken shape.

In the "city-room" atmosphere of a busy office in the Nation's Capitol, 14 specialists are engaged in the manufacture of one of the most in-demand products in modern radio. The place is the Washington headquarters of Mutual; the people are

Network Sales With News

radio journalists; their tool is a microphone, and their product is news.

MBS's extensive news service broadcasts every half-hour, 34 times a day, with nearly a score of these broadcasts originating in Washington. It constitutes one phase of the network's new look, now in its sixth month of operation. After a long analysis of the patterns of radio programming and the many changes that have dotted radio's history, the decision was made that if Mutual, a radio-only network, was to keep pace and supply advertisers and affiliates with what they wanted, it was time for some extensive revision.

Last June 2, MBS launched its new programming concept—up-to-the-minute news, music and sports. The main spring of the concept is news, with MBS news and special events director Norman Baer supervising the overseas and news headquarters operations in New York and Washington operations vice president Robert F. Hurleigh directly supervising the myriad news chores in the Washington bureau.

The entire plan was unique in terms of a network undertaking, Mr. Hurleigh pointed out in an interview with U.S. RADIO. "There was really no waiting period—no marking time—to see whether or not this thing would take hold. Network revenue is up, sales are up—in fact our news is sold out. And the idea was extremely well received by the stations," he said.

Emphasizing Mr. Hurleigh's words was the report from news chief Baer that one firm alone, Lever Bros., had tacked the S.R.O. sign on Mutual's news schedules through the end of the year. In November, Lever purchased all available five-minute news periods for Pepsodent toothpaste and Dove hand soap. This year, therefore, will close with a definite commercial plus.

Station reaction to the MBS revamp is reflected in the network's affiliate statistics. An alarming number of radio outlets were straying from the Mutual line-up before the old gave way to the new. In 1956, Mr. Hurleigh noted that network affiliations dropped between 10 and 15 per cent, from a 499-station line-up. But the trend began to reverse itself six months ago when the new program format was inaugurated. Affiliation agreements are presently up an estimated 20 per cent, totaling about 450 after having dropped to a low of 420.

It was obviously this down curve that put emphasis on the immediate need for a change. A growing number of stations were determining to go it alone as independents. When they terminated their affiliation with the network, a majority of the stations turned to the music-news formula. It proved successful. In a sense, both Messrs. Hurleigh and Baer explained, MBS simply followed suit—but on a broader foundation.

The network advantage was one of access. On a national level, it had commentators available with tested reportorial skill, training and solid news backgrounds to supply stations with a news service so professional and comprehensive that it would be almost impossible to duplicate on a local basis. As a group, network-calibre newscasters are simply out of reach of the average station, geographically and economically. "News. That was the only essential thing we could offer an affiliate that could make us valuable and attractive to him," Mr. Hurleigh said. And he stressed that the news had to be top notch, original in presentation and

Mutual's crack Washington news bureau on the job interviewing top political and governmental leaders.

Norman Baer directs MBS' news coverage from the New York headquarters.

Ken French goes after the Adlai Stevenson story at the latter's temporary State Dept. desk shortly after his advisory appointment.

Charles Warren asks Sen. John McClellan of the day's happenings on the Hill.

Steve McCormick holds stand-up chat with Maxwell Rabb, Secretary to the Presidents' Cabinet.

Floyd Mack gets the State Department view from Lincoln White (r).

thorough in content to retain its attractiveness to advertisers, to stations and to listeners who depend on the accuracy they get on radio.

Today, Mutual news is an individual and self-reliant operation. First step in creating added dimension to its new programming was contract-signing with four major news services, Associated Press, International News Service, United Press and Reuters, for duplicate service in Washington and New York. The radio wire service contracts for Washington were transferred to the New York headquarters. Correspondents were added in key places—particularly in Pan America and South America — with additional facilities set up in London, Paris, Bonn, Berlin, Ankara, Cairo, Jerusalem and Moscow.

Senior and junior writers—actually help-mates in production of each news show—were added to the MBS employment roster. Most of Mutual's on-the-air news voices are veteran newsmen who like to write their own copy. Gabriel Heatter, who broadcasts from the Miami bureau, is now in his 54th year as a reporter. Frank Singiser has 28 years' experience in news. He airs from New York. Fulton Lewis jr., who celebrates his 20th anniversary on MBS Dec. 27, is a King Features

CASE STUDY: NEW FORMAT LEADS TO EXPANSION

As Mutual Broadcasting System rebuilds its operation based on the news-music-sports format, two very significant things have happened. In the first place, it is expanding its network day to 19 hours beginning January 1. It has been on a 17-hour day since June 2. Moreover, U.S. RADIO has learned that MBS is formulating plans to go to a 24-hour broadcast day by mid-March.

The second notable development has been the return to Mutual—and network radio—of advertisers who haven't used this vehicle for many years, some as far back as 1949.

Paul Roberts, president of MBS, said the reasons for lengthening the network's broadcast hours are twofold. Stations, particularly those in the Pacific and Rocky Mountain time zones, have requested additional network news programs. In addition, Mutual senses a tendency among national advertisers to once again use late-evening programming times for commercial messages.

Among the advertisers who are now back at Mutual after having departed in 1949 are General Foods for Jell-O, and Kreml. Colgate-Palmolive Co. is another recent purchaser of Mutual time, having bought Bill Stern's morning sportscasts for its Colgate instant shave cream and men's line. Pharmaceuticals Inc. has bought Gabriel Heatter on Tuesday and Wednesday for Serutan and Kreml.

Other new clients of which Mutual boasts are Sterling Drug Inc., P. Lorillard Inc., Chrysler Corp., H. J. Heinz Co., Equitable Life Assurance Society, Liggett & Myers, Quaker State Oil Refining Corp., Readers Digest and the Florists Telegraphic Delivery Association.

Another programming innovation that Mutual is trying is its first kiddie show since the *Mark Trail* program went off the air in early 1953. The new show is called *Story Princess* and premiered Dec. 2. It is heard from 6:35 to 7 p.m. and will be offered by MBS as a station service.

Syndicate by-liner and a former Washington city editor. In addition to utilizing Mutual's own facilities, he has a staff of his own in Washington. Mr. Lewis sets some kind of record in that during his 20 years he has always been heard at 7 p.m. Head man for Mutual in Washington, Mr. Hurleigh has been with MBS for 13 years and has been a newsman for a quarter century.

In New York, such veterans as Les Smith, Lyle Van, John Wingate as well as Mr. Singiser write their own material.

The news writers, as such, oversee the "Operation Newsbeat" service from the network's stringers, specially assigned newsmen in the offices of MBS' 450 affiliates. These stringers are the men and women who call in their "air copy" from all over the nation—with actual reports in the "where-it-happens-you-hear-it-happen" theme.

The number of MBS reporters assigned to Washington is in itself unusual. Generally speaking, small staffs are maintained in capital news bureaus. Mutual, however, maintains as large, if not a larger, staff in Washington than any of its other bureaus—or even in its New York headquarters. The reason is simple. More and more headlines are emanating from the capital, particularly the Congressional hearings. "It's one Washington dateline after the other," Mr. Hurleigh noted.

The idea of stringers who are furnished Mutual correspondent's cards suggested itself because of the blanket coverage that MBS enjoys across the country. This plan extends the reach of the Mutual reportorial staff and at the same time strengthens network-affiliate relations.

Relying on the judgment of a station's general manager, MBS asked that he select a newsman from his own staff to represent the network locally. Cooperation was immediate, Mr. Hurleigh stated. At present, stringers are on the job for MBS at about 90 per cent of the affiliate stations giving the network coverage assurance—much of it exclusive—in hundreds of towns and cities in the U. S.

The project has been tagged "MBS Operation Newsbeat." In late September when the Little Rock integration crisis was mounting, immediate details were available through KGHI Little Rock. When the Thor missile was sent aloft by the Air Force, MBS listeners got an on-the-air report from WMMB Melbourne, Fla. Early in October when one of the most meaningful stories of the century broke with the announcement that Russia had successfully launched the first earth satellite, the Sputnik I "beep-beep-beep" was heard in millions of American homes over MBS. This network story was supplemented by affiliates passing on impressions and opinions of knowledgeable people in their own areas. A train wreck in Kansas, an explosion in Pennsylvania, a storm off the Carolinas, floods in Texas—the Mutual network is virtually within minutes of them all through Operation Newsbeat.

As a by-product of its stringer assignments and to complement its Newsbeat pattern, Messrs. Hurleigh and Baer are now working out the formulae for the establishment of the Mutual Network News Correspondents Association. Membership will comprise all assigned stringers and their own local news directors —if they so desire—as well as MBS correspondents all over the world plus staff members in New York headquarters and bureaus in Washington, Philadelphia, Boston, Miami, Denver, Salt Lake City, Los Angeles and Detroit.

Anticipating such a widespread organization, Mr. Baer has already sent questionnaires to each stringer and newsman in the MBS organization asking for his or her choice of the top 15 stories of 1957. From

(Cont'd on p. 52)

HENRY G. RIEGNER, assistant general advertising manager, Trans World Airlines.

DICK ROMANELLI, account executive, Foote, Cone & Belding Inc.'s New York office.

TWA Boosts Traffic on Airwaves

Carrier pours $700,000 into radio

In 1957 — leads airlines in use

Of daytime programming

Trans World Airlines' radio advertising has soared from $371,000 in 1955 to $700,000 this year — an increase of nearly 100%.

"Radio is far ahead of other media in rate of expansion," says Dick Romanelli, TWA account executive at Foote, Cone & Belding. "Whereas our use of radio has doubled in two years, the overall advertising budget has jumped only 20%. Radio is commanding a larger share of our budget each year."

TWA, according to Mr. Romanelli, is allocating $4,200,000 for commissionable advertising this year.

"TWA has led the way for airlines in the use of daytime radio," Mr. Romanelli reports. "Approximately 70% of our spots are aired during peak times, early morning and late afternoon, when we hope to catch both the husband and the wife. The other 30% goes principally into evening and weekend time slots."

The airline came into radio about five years ago, using the medium to boost sales on slow-booking flights. Results were so good that TWA started to buy time in major markets on a 52-week basis. Los Angeles, Chicago, New York and San Francisco formed the nucleus of TWA's permanent radio schedule until this year.

In 1957, TWA expanded its year-round radio advertising to include St. Louis, Boston, Washington, Philadelphia, Pittsburgh, in addition to the four cities mentioned above.

Periodic Markets

Markets in which TWA uses radio on a periodic basis include: Las Vegas, Hartford, Springfield, Mass., Bridgeport, New Haven, Detroit, Cleveland, Phoenix, Tucson, and Denver. The airline uses two to four stations in most cities on its radio schedule.

Henry Riegner, assistant general advertising manager for TWA, attributes the carrier's spectacular plunge into radio "to the increase in volume of low fare coach service. We find that the coach market is more quickly responsive to spot radio. In spot radio we get a more widely selected audience. Listeners respond by calling the airline for information, and we find that sales occur in direct proportion to the number of phone calls elicited by commercials."

St. Louis, in which TWA had not used radio until this year, provides an especially good example of the medium's sales effectiveness, according to FC&B timebuyer, Paul Clark.

Starting in April FC&B bought saturation spots in St. Louis, running 40 a week on station KMOX. Eighteen of these air in the morning and 22 run on the Harry Fender record and interview show from 10:15 p.m. to midnight.

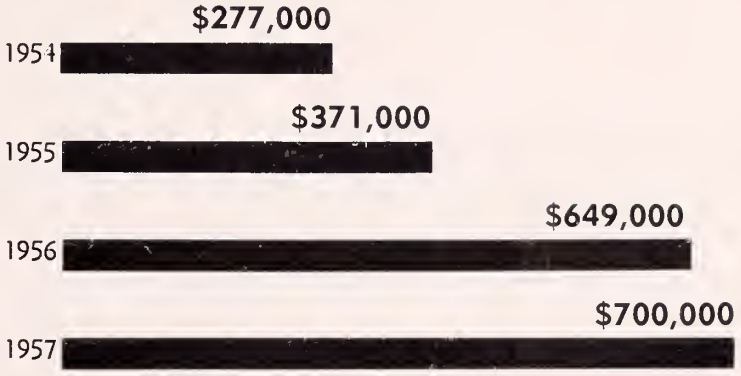
FC&B's Dick Romanelli reports "This is the best year in St. Louis for TWA. And this, despite increased competition stemming from franchises just granted to two competing airlines."

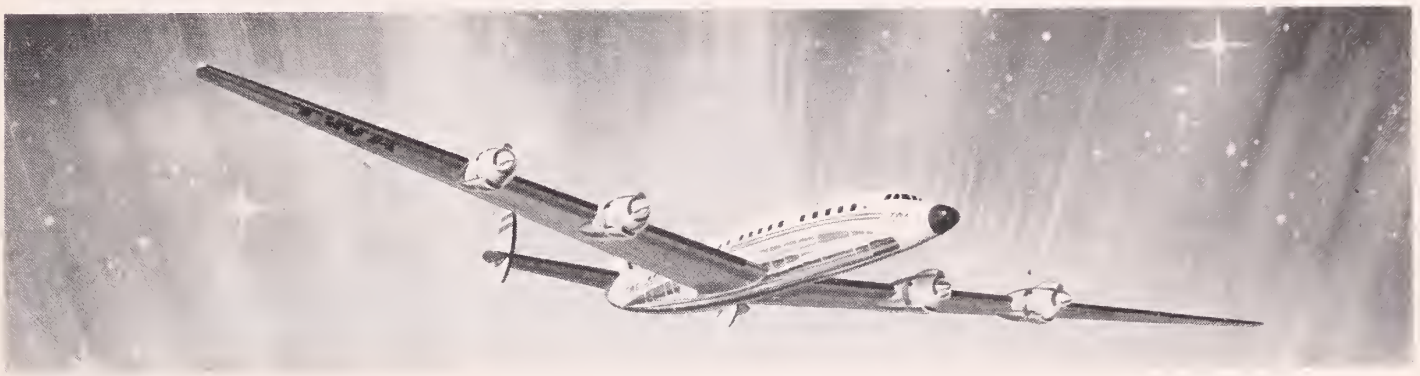
James Paisley, senior sales representative in St. Louis, says, "In the very first month of the radio campaign TWA set a record in St. Louis sales, and we're still going strong."

Radio Sells Specific Flights

Radio's first function for TWA has been to sell specific flights, as in the St. Louis area. Mr. Riegner points out, "Radio is quick and it is flexible. If a flight is lagging in a particular city, you can in the space of 24 hours—or less—get a

TWA FUNDS SPENT ON RADIO IN LAST FOUR YEARS:





commercial to a station boosting your flight. In tv it takes weeks to get a film strip into production and even daily newspapers do not nowadays equal radio's immediacy."

Here is an example of a TWA commercial plugging a particular flight from Los Angeles to Washington, D. C.:

(Jingle) Travel with tomorrow today
Fly the smoothest way — T W A
You can fly
In quiet luxury.
High above the weather
You'll be floatin' like a feather
Travel with tomorrow today
The quality way—T W A.

(Anncr.) Going to Washington, D. C.? Fly non-stop aboard the great, new TWA Jetstream . . . largest, most luxurious airliner in the skies. Starting soon, you'll enjoy the quietest, smoothest trip ever! Fly the TWA Jetstream . . . non-stop to Washington, D.C.!

(Jingle) Travel with tomorrow . . . today
The quality way — T W A.

Radio is not only being used to sell specific flights, however, but is also employed more and more frequently to sell special TWA features, such as the new Jetstream airliner, meals, comfort, etc.

Mr. Romanelli believes in radio as an important medium to sell the airline as well as the airliner. "In fact," he says, "if we had the money we would maintain a constant, heavy radio schedule in all our major cities."

Whether TWA's sales point is a flight or a feature, radio which started out just five years ago as a supplemental selling vehicle, has already taken its place as a major advertising medium for TWA. • • •

KMOX, ST. LOUIS disc jockey, Harry Fender, and TWA's senior sales representative, James Paisley, compare notes on the airline's record-breaking sales in St. Louis this year. TWA has been sponsoring Fender's nighttime show since April.

focus on radio

A Quick Glance At

People, Places And Events

Around Radio-Land

SANTA JOINS WEBC Duluth in biggest promotion stunt in station's history. To stimulate early Christmas shopping, station manager Bob Rich masterminded a Premier Christmas Review featuring displays by 60 local merchants. One third of Duluth's population, 34,000, showed up at the main auditorium on a single day after ten days of on-the-air announcements. Merchants were so pleased with sales that 50 have already signed up for some more of the same at the fair next year.

PERFORMERS AND PRODUCTS they sell over ABN surround network's president Robert E. Eastman at rehearsal for ABN's "live and lively" radio presentation at the Hotel Plaza in New York. Personalities are (left to right) Johnny Pearson, Don McNeill, Jim Backus, Bill Kemp, Herb Oscar Anderson, Jim Reeves and Merv Griffin. All were at the presentation.

NEWS X 12 YEARS = 100,000 broadcasts over WIND Chicago sponsored by the Chicago Daily News every hour on the hour. Arthur Hall (left), publisher, and Ralph Atlass, WIND general manager, are shown going over the script just before the anniversary show at 8 a.m., November 14th, at the studio.

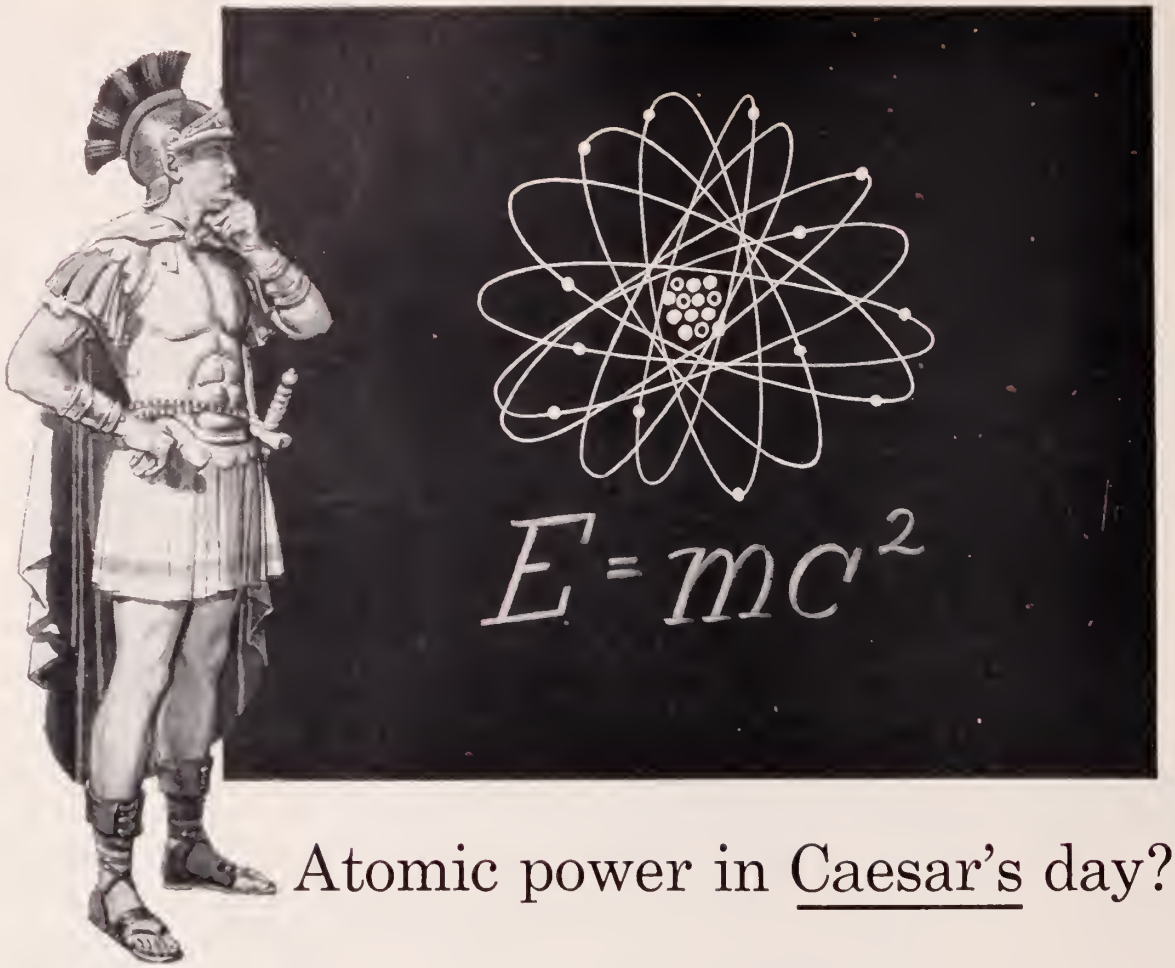
WLW CINCINNATI WINS top awards for trade paper advertising at the Chicago Exhibition of Advertising and Television Art. Proudly viewing the blue-ribbon ads are Robert E. Dunville (center), president of the Crosley Broadcasting Co.; Jack Frazier (right), director of Crosley client service department, and Lawrence Zink, artist for Ralph H. Jones Co., who prepared the winners, shown at the Chicago exhibit.

TV TOPS RADIO as Lyell Bremser, general manager of radio station KFAB Omaha, christens young Miss Thadden "Miss 11:10" and presents her with a check for a full year's college scholarship. Born on 11/10 at 11:10, she was supposed to promote KFAB's frequency on the dial. Unfortunately for radio, her father is an engineer for WOW-TV, Omaha. Mr. and Mrs. Valere Thadden enjoy their youngster's first broadcast.

STATION HELPS DEFEND Philadelphia, as WCAU's new short wave relay car is inducted at City Hall into the city's civil defense system. The car, completely equipped and manned on a 24-hr. basis, is admired by Phillip Klein (with telephone), civil defense director; Joseph Tinney, and Joseph Connolly (right), vice presidents of the station.

RUSSIAN SPUTNIK SELLS U. S. cars in Indianapolis with the help of WFBM reporter, Jim Bechtel (right), who is about to take off with the four man crew of an Allison Engineering plane to do a remote broadcast on Sputnik II as it flies over the city. The sponsor, appropriately enough, was the 1958 Oldsmobile with its Rocket engine.

CAKES, CAKES, CAKES! surround disc jockey Larry Johnson of WRFC Athens, Ga. Lucky Larry has 97 to taste-test before he can choose the winner of WRFC's Bake-A-Cake Contest. Did he bite off more than he can chew?



Atomic power in Caesar's day?

Certainly!

It was there, in the ground, in the air and water. It always had been. There are no more "raw materials" today than there were when Rome ruled the world.

The only thing new is knowledge . . . knowledge of how to get at and rearrange raw materials. Every invention of modern times was "available" to Rameses, Caesar, Charlemagne.

In this sense, then, we have available *today* in existing raw materials the inventions that can make our lives longer, happier, and inconceivably easier. We need only *knowledge* to bring them into reality.

Could there possibly be a better argument for the strengthening of our *sources* of knowledge—our colleges and universities? Can we possibly deny that the welfare, progress—indeed the very *fate*—of our nation depends on the quality of knowledge generated and transmitted by these institutions of higher learning?

It is almost unbelievable that a society such as ours, which has profited so vastly from an accelerated accumulation of knowledge, should allow anything to threaten the wellsprings of our learning.

Yet this is the case

The crisis that confronts our colleges today threatens to weaken seriously their ability to produce the kind of graduates who can assimilate and carry forward our rich heritage of learning.

The crisis is composed of several elements: a salary scale that is driving away from teaching the kind of mind *most qualified* to teach; overcrowded classrooms; and a mounting pressure for enrollment that will *double* by 1967.

In a very real sense our personal and national progress depends on our colleges. They *must* have our aid.

Help the colleges or universities of your choice. Help them plan for stronger faculties and expansion. The returns will be greater than you think.

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

HIGHER EDUCATION

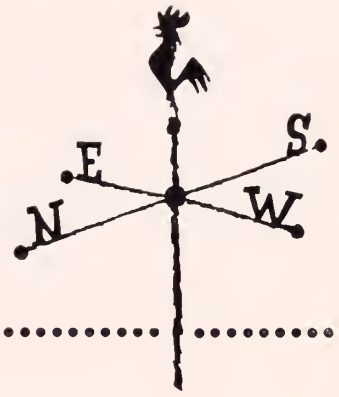
KEEP IT BRIGHT

PUBLIC SERVICE ADVERTISING COUNCIL

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



Promotion in '58: New Techniques; New Growth

Need developing for specialized campaigns

As stations across the country sense

The value of local and national promotion

"Better promotion and more of it has been almost as important a factor as better programming in radio's increased sales volume for 1957," according to Kevin Sweeney, president of Radio Advertising Bureau.

In 1958 Mr. Sweeney expects that station advertising and promotion will continue to play a large role in radio's upswing. "Radio's sales volume will of course depend, as all advertising media's volume depends, on the state of the national economy," says Mr. Sweeney. "Unless retail business is off sharply, however, radio's total volume for 1958 ought to be at least 7% higher than in 1957."

Industry leaders everywhere are studying the role of station promotion and advertising in radio expansion. One spokesman summed up the general feeling this way: "Radio stations sell time to advertisers to stimulate the sale of products or services . . . that such advertising works is obvious to everyone. Therefore if selling advertising is radio's business and if it works for others, now is the time for stations to use advertising as a tool to sell themselves."

Marketing Associates, Inc. of New York, conducted a survey last month to determine what effect, if any, advertising and promotion had on the growth trend in the radio industry. A questionnaire was sent to 300 representative radio stations throughout the country; answers were received from 127 stations within three weeks. The findings, according to Marketing Associates, indicate that station advertising and promotion are indeed basic to the growth of radio,

and that the stations responding recognize this relationship.

Specifically, stations conclude that their present advertising and promotion programs have resulted in higher audience ratings, plus increased numbers of both local sponsors and national accounts.

41.8% Up Ad Budgets

The survey further reveals:

• 41.8% of stations replying plan to increase their advertising budgets in 1958.

• 51.6% will maintain their present budgets.

• 62.3% state that their present advertising and promotion could be more effective.

The Marketing Associates study lends support to the prevailing view that radio on the whole is only beginning to scratch the surface in utilizing station advertising and promotion as aids to industry expansion.

Sharing this conviction several agencies throughout the country are handling multiple station accounts. Among these are: Doe-Anderson, Louisville; Henry J. Kaufman, Washington; Joseph Katz, Baltimore; Grey Advertising, Wexton and Batten, Barton, Durstine & Osborn, New York.

In contrast both to the national promotion generally executed by agencies representing multiple stations, and the local promotion usually generated by one-station agencies, an experiment in station advertising is being initiated.

Originated by Jack M. Kayne, of New York, this approach to station promotion and advertising would combine mass production techniques with an individual touch.

Intending to service one independent station in each market, Mr. Kayne has formed a new firm, Eye and Ear, Inc., which, he explains, "is designed to help build more sponsors and audience through a standard monthly promotion and advertising kit, which would go to all our clients."

For a fee based on each station's national hourly rate, Mr. Kayne and his organization would provide the following services:

Mat Service

• A newspaper mat service—Mr. Kayne's staff would assemble a variety of ad format, with the individual station choosing those it liked best. While the ads would be basically the same for all clients, there would be room in most cases for the station to drop in pictures of its own announcers and talent, thus personalizing the ad.

• Direct mail teasers — Two of these would be provided each month, written to provoke sales to new sponsors and to resell old ones. Art would also be provided.

• "Hits of the Week" Formats. Eye and Ear Inc. would provide its clients with frameworks in which the station's printer would insert the top 10 tunes in its own market. These would be used in local stores, supermarkets etc. as station promotion.

• Point-of-sale material — These would include streamers already imprinted with the station call letters to be displayed locally, in addition to "as advertised on" display cards. Each month clients would receive 100 pieces of point-of-sale material.

• "Log" Formats — At selected times during the course of the year Eye and Ear, Inc. would design formats to be filled in with the station's individual schedule. These would be used to set up the station for more sponsors, both local and national.

• Promotions Program Ideas—From time to time during the course of the year, Eye and Ear's staff would develop special on-the-air promotions, and new programming ideas with local sponsor tie-ins. These ideas, Mr. Kayne says, "would be pretested to insure maximum effectiveness."

• Newsletter—Eye and Ear, Inc. would write for its clients a monthly roundup of industry-wide information, including the most recent news affecting radio on the governmental, programming and promotional levels.

The above services represent the use Eye and Ear, Inc. feels can be made of mass production techniques for radio promotion and advertising.

The company plans to provide the individual touch through the following media:

• Publicity — The station would provide Eye and Ear, Inc. with the pertinent information, from which the staff would write releases, place them, and send clips to the station.

• Consultation — Mr. Kayne and his associates would be available at all times for discussion and recommendations on specific promotional and advertising problems confronting the individual client.

• Contact—The staff of Eye and Ear, Inc. would plan to visit each client periodically to review plans and problems in person.

Creative Talent

Mr. Kayne explains that in his view there is room for this type of service to radio stations because "We can assemble in one place the calibre of creative talent that most local stations could not afford to buy separately. There is no firm to our knowledge that provides all these services for a single fee. We expect to make our profit through volume.

"While we have no direct competition yet as far as we know," Mr. Kayne reports, "We expect to have plenty before long.

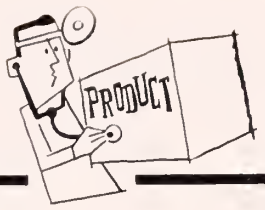
"Nevertheless we feel that no one will be able to duplicate our service for the fee we will charge. I estimate that the cost of preparing our monthly kit, if done through several firms, would be an out-of-reach $15,000."

Whether the technique is tailor-made, mass-produced or a combination of both, the trend is toward more and more station promotion both from the local and the national point of view.

Along with this trend comes more complete recognition of the need for separate and specialized services in station promotion, which will provide the liaison between promotion manager and agency. • • •

HOMETOWN U.S.A.

commercial clinic



Per Inquiry and Bait-Switch Head Station Lists Of Commercial Taboos

A large majority of stations responding to U. S. RADIO's survey on unacceptable commercial copy indict per inquiry and bait-switch. In addition, a wide variety of commercial areas fall into the unacceptable category depending upon the station's individual policy. Some stations do not cite any commercial types as unfit for airing.

P. I. and bait-switch copy comprise about one third of the deceptive practice complaints received by the Federal Trade Commission last year, according to T. Harold Scott, radio-tv monitoring director. Both types of advertising violate FTC regulations.

FTC Cites P. I.

"The foundation of P. I. advertising is much broader than that of bait-switch," Mr. Scott says. "P. I. is a term used to describe a broadcast operation in which a station permits the use of telephone facilities for inquiries in response to an announcement that a station has broadcast. Full information about the product is not given in the commercial.

"Bait-switch is another matter. The bait portion often is the ad itself, the thing which brings persons into the store to inquire about alleged bargains. The switch comes when the consumer gets there. The advertised product is often either 'sold out' or 'not really what the customer should have.' Then follows the sales talk to interest the customer in higher-priced merchandise," Mr. Scott explains.

Sam Stowe, FTC information director, refuses to single out one medium as a more frequent carrier of deceptive advertising. "It is the ad the commission eyes closely," Mr. Stowe points out, "It is our business to eliminate deceptive advertising wherever we find it, in print or on the air."

Another government official points out, however, that radio is very susceptible to P. I. and bait-switch because of its local nature, and its relatively low cost. National advertisers do not resort to these tactics as a rule, and the local advertisers who do use them tend to find radio fits in with their budget requirements, he explains.

Of the stations eliminating P. I. commercials, most find that the station gets the blame for products that do not live up to claims. Art Layne, station manager, WPKO, Waverly, Ohio, states it this way: "Very few P. I. advertisers present a product that will measure up to claims. We, as a result, get the back-lash from the customer who got 'hooked.'"

Many stations refuse P. I. copy not only because the station bears the brunt of customer complaints, but also because stations feel P. I. hurts local competitors, the station's best clients.

Refuse Bait-Switch

A majority of stations who cite P. I. as unacceptable also turn thumbs down on bait-switch. Several go as far as Bob Thomas, manager, WJAG, Norfolk, Va., who says: "We are careful to check on bait-switch type advertising. Several times in recent years we have refused business from appliance firms, temporary used car marts, or transient sewing machine sales crews who have been engaged in bait-switch tactics in other communities. We frequently phone long distance to chambers of commerce or better business bureaus in other cities to check on the reputations of advertisers suspected of such techniques."

Other Taboos

In addition to bait-switch and P. I., many other types of commercials are refused air time. Among the most frequently mentioned: liquor (sometimes including wine and beer, sometimes not); ladies' lingerie; patent medicines; lengthy commercials (acceptable time limits ranging from 50 to 90 seconds depending on the station).

A few stations refuse tobacco advertising "because of heavy religious programming." A number will not air advertisements for "questionable" motion pictures. "Baby Doll" and "Love in the Afternoon" were cited as examples of "over-emphasis on sex."

Many stations, while not blanketly refusing specific products, or product types, make decisions in each case on the basis of whether the copy is in "good or poor taste."

Commercials from pressure groups, and commercials involving national characterizations are barred by several stations.

Some stations, however, will not refuse commercials that they themselves consider to be in bad taste, "as long as they are within the law." As one general manager remarks, "We often have program copy that is objectionable to use personally, but which is well received by our listeners and sponsors."

One station executive points out, "There are some radio stations that are as bad as the clients who practice deceptive advertising. Generally, stations do have their guard up and try to protect their listeners, their sponsors and themselves." •••

HOMETOWN U.S.A.

station log

News From Around the Nation Reflects Hometown Radio's Vitality

On the news front, Bill Clark, WERI, Westerly, R. I., reporter, got through to Moscow for a post-"muttnick" interview. Mr. Clark interviewed the director of Moscow Radio and taped his remarks on Russia's scientific plans for its 40th anniversary celebration. The WERI interview later went out to the Mutual network.

• WKOX, Framingham, Mass., beat the national wire services by five minutes on the announcement and story of the American "meteorite launching." The station, which had received the story by phone from Hanscom Field in Bedford, Mass., followed with an exclusive interview with scientist Maurice Dubin, who headed up the project.

• WDGY, Minneapolis - St. Paul, is working with the Better Business Bureau to relay reports to listeners, warning them against fraudulent business practices.

• KLTI, Longview, Tex., through its manager, Bob Geerdes, has inaugurated a community move to set up a permanent tornado warning system.

• KBIG, Catalina Island, has devoted all public service efforts for a month to a giant "Radiothon" to raise a portion of the $150,000 needed for a new community hospital in Avalon.

• KSYD, Wichita Falls, Tex., has taken the lead in organizing a sixty station, two - state "Southwestern News Exchange." The exchange members have been provided with a directory listing the stations, phone numbers, cross-reference listings of 100 Texas - Oklahoma newsmen according to cities and home phone numbers, and other information.

• WPEN, Philadelphia, recently became one of the first stations in the country to carry its weekly personality programming on a seven-day basis. Jack O'Reilley, the station's early morning man, and Red Benson, late morning and early afternoon personality, began broadcasting seven days a week in November. Only two of WPEN's first line shows are on six days a week.

• WWJ made news with its introduction to Detroit listeners of the "Melody Parade," designed to augment the station's "More enjoyable music" format. The new concept features "music with a melody," and carries to the WWJ audience the daily standings of Detroit's current "hit list," which emphasizes the position of melodic tunes with a general appeal to all age groups.

• In less than two months, KCMJ, Palm Springs, Cal. has sold 50 "Operation Impact" packages. The package deals are a tie-in with the seasonal "openings" and "grand openings" of the resort community—backed by the free use of a giant searchlight. Each commercial message broadcast carries the tag line: "Follow the searchlight to the grand opening." The night of the opening, KCMJ engineers man the light for three hours outside the client's business.

Texas Triangle luncheon host Gordon McLendon (left) listens while H. B. "Bud" Neuwirth (right) of John Blair & Co. gets together with Bob Kelly of Lennen & Newell to talk about Texas Triangle radio market.

RADIO ACTIVITY

• NBC's newly acquired stations WJAS and WJAS-FM, Pittsburgh, changed their call letters to WAMP and WFMP. The new letters add a "p" for Pittsburgh to the AM and FM designations. The American President Lines, which had used WAMP as call letters for its 34 ships, relinquished them to the new outlets.

• WPAW, Providence-Pawtucket, R.I., became an affiliate of ABN early this month. WPAW is owned and operated by Roger Williams Broadcasting Co., and broadcasts with 1,000 watts on 550 kilocycles.

• WMRB, Greenville, S.C., has joined the CBS radio network, replacing WQOK as the network's affiliate in that city. WMRB operates on a frequency of 1490 kilocycles with a power of 250 watts.

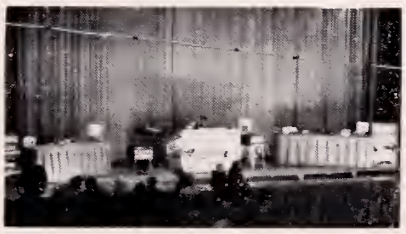
• WZOK, Jacksonville, Fla., has become an affiliate of the ABN. The station, which operates with 5,000 watts on 1320 kilocycles, was recently sold to Radio Jax, Inc., and was formerly known as WJHP.

• An international radio merger between XEGM of Tijuana, Mex., and KALI, Pasadena, Cal., was effected last month to increase Spanish radio coverage throughout Southern California.

• ABN has acquired the Allegheny Broadcasting Corp., Inc., licensee of KQV, Pittsburgh, as a wholly-owned subsidiary. KQV operates with 5,000 watts on 1410 kilocycles.

• Meredith Publishing Co. has purchased its fifth radio station, KRMG, Tulsa, formerly owned by Western Broadcasting Co. The "Meredith Group" includes :WHEN, Syracuse; WOW, Omaha; KCMO-AM-FM, Kansas City, Mo., and KPHO, Phoenix. • • •

WEBC PROVES ITS POWER



WEBC PULLS in DULUTH AND SUPERIOR

One Day Event brings over 33,000 shoppers.

Conclusive proof of WEBC pulling power is shown in their one day PREMIER CHRISTMAS PREVIEW which was promoted only on WEBC. More than 1/3 the population of Duluth came . . . by the largest response in Duluth's history from any media promotion!

REACH DULUTH and SUPERIOR with . . .

WEBC

560 kc **5000 watts**

DULUTH—SUPERIOR

See your HOLLINGBERY MAN
in Minneapolis, see Bill Hurley

Coca Cola is buying

program

pm

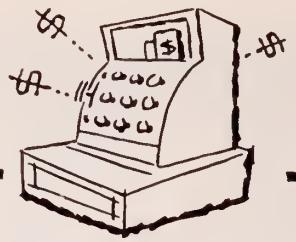
the sound difference in nighttime radio

Let Program PM make a sound difference in your sales. Call A.W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE BROADCASTING COMPANY, INC.

HOMETOWN, U. S. A.

radio registers



Variety Store

W. T. Grant Company tested WMOH, Hamilton, Ohio against local newspaper. Grant, with two stores in town, used newspaper for special sale at one and WMOH for similar sale at other. Customer had to mention at radio-promoted sale that he or she had heard it on radio. Result: first store sold $78 worth of goods—not enough to pay for newspaper ad. Second store, advertised over radio, sold more than $2,000 worth of goods.

Clothing Store

MacDougall's clothing store purchased $100 worth of spots during a two-day period over KPQ, Wenatchee, Wash. Campaign was yearly promotion for men's suits selling at $49.50. Final results showed that for $100 outlay, MacDougall's sold $6,000 worth of suits. Campaign will continue on regular basis over KPQ.

Paint Company

Reardon Paint Company of St. Louis chose KTLN, Denver, for an eight-week campaign to hike sales of Bondex. At a cost of $2,854, 65 sixty-second spots per week were purchased. Percentage of sales increase for Bondex over similar six months the year before was 62½%, highest among all districts of the United States. No other advertising medium was utilized—only one radio station.

Appliance Store

Kirklen's, a furniture and appliance store, in one month gained 300% in over-all volume with 1,000 spots and participation in nine football broadcasts over KCSB, San Bernardino-Riverside, Cal. Offering nylon hosiery as "leader" item for 6 cents to customers who "heard it on KCSB," store sold 100 pair in first hour. Switched to stuffed monkey-dolls at same price and sold 200 in 30 minutes—all one-to-a-customer. Quick re-orders made it possible for store to sell more than 2,000 items in less than a week, all advertised on radio.

ANNOUNCING

THE FORMATION OF

SPEREFE

(SOCIETY TO PRESERVE AND ENCOURAGE RADIO ENTERTAINMENT FOR EVERYONE)

We FEEL WE AT WGAR are fulfilling our obligation to you as an advertiser by providing radio entertainment for everyone.

That's why we take real pleasure in announcing our current series of Cleveland originated weekly concerts by the world-famous Cleveland Orchestra on Saturday evenings at 7:05 o'clock E.S.T.

These broadcasts are also available to more than 200 other CBS radio stations across the nation. Adult interest? Last year more Americans bought tickets to symphony concerts than baseball games!

Regular WGAR listeners have learned to expect fine radio entertainment on 1220 kc. . . . the best in popular music and jazz, interesting news programs, penetrating news analyses, variety shows, outstanding drama, and, of course, the top performers from among the many CBS stars.

This policy has been paying off for our customers.

WGAR

AM-FM
CLEVELAND, OHIO
REPRESENTED BY
HENRY I. CHRISTAL CO., INC.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO ATLANTA

OPPORTUNITY FOR A SALES REPRESENTATIVE

U. S. RADIO now has need for a national sales representative. If this man has a proven sales record, lives or could live in New York, is willing to travel, and welcomes the challenge of building a sales organization, he should write U. S. RADIO with full information about himself and his experience.

WRITE:

Business Manager
U. S. RADIO
50 West 57th St.
New York 19, N. Y.

report from RAB

Tailor-Made Pitches For Regional Advertisers

Radio Advertising Bureau can look back over its shoulder at 1957 as its most successful year, in carrying the story of radio to regional advertisers.

Since last January, RAB's 11-man force of account executives has traveled hundreds of thousands of miles throughout the country selling the concept of radio to the highly important regional businessman. The bureau has made specialized presentations to nearly 900 influential area advertisers in 11 cities. These demonstrations on the power of the medium have been witnessed by approximately 3,5000 people.

The success of these efforts has prompted RAB to plan for an even more ambitious program of regional indoctrination for 1958. The staff of account executives will be expanded to 11 and current plans call for presentations to be seen by nearly 1,200 regional advertisers in 60 cities during the year ahead.

The variety of area businesses that have been covered by RAB presentations is quite impressive. They include: advertising agencies, appliances, automotive accessory chains, amusements, automobiles, banks, bakeries, breweries, brushes, bottlers, confectionery, chain retailing, co-operative organizations, dairies, drugs, department stores, food and grocery, furniture, fuels, fertilizer, gasoline and motor lubricants, hardware, insurance, jewelry, lumber supplies, paints, prelabricated housing, pencils, proprietaries, public utilities, savings and loan associations, steel, telephone and transportation.

The 'Barrage'

In making presentations of this type, RAB has developed a new sales technique termed the "barrage." It consists of two- and four-man teams spending from two to five days in a market keeping pre-arranged appointments with advertisers to show them radio presentations.

Because a "barrage" presentation involves considerable expense to RAB, it is made only on assurance that a firm's ranking executives—the decision-makers—will be in the audience. There is no limitation on the number of people who can sit in, but those with the authority to sign an order must be present.

RAB spends considerable time, effort and money in putting together its presentations. In the past seven years, 39 research-documented vehicles have been prepared. Each is applied to a specific business. The only characteristic that is common to all, of course, is that they point out the dimensions of radio.

According to RAB, the average time it takes to deliver one complete radio study is 45 minutes. Each is a combination of sight and sound based on a variety of research material—research into the characteristics of radio and of all competitive media; habits and foibles of consumers; product and marketing studies, and investigation of the qualities of the particular field of business for which the presentation is developed.

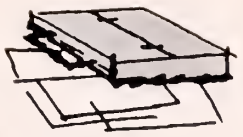
Among the aids used in each presentation are color slides and magnetic tapes of current commercials enabling the advertiser to hear how radio is being used by competitors.

Presentation Points

An example of the points covered in a typical RAB presentation to supermarket operators includes about eight features.

1. Outlining the formidable competition that supermarkets face.
2. Pointing up how radio (or any advertising) can help.
3. Outlining the type of advertising supermarkets should have. Among the statistics used on behalf of radio is that it covers the entire trading area and that in the top 50 markets, 96.3 per cent of all families own at least one radio, while only 67 per cent of these families receive a metropolitan newspaper.
4. Supermarkets need advertising that builds huge circulation.
5. Supermarkets need advertising that reaches every woman shopper.
6. Supermarkets need advertising that will reach customers at the strategic moment.
7. Supermarkets need advertising that gives the vital "last word" before women go out to shop.
8. Supermarkets need advertising that reduces drastically the cost of reaching people. • • •

report from representatives



Larry Webb Comments On Simplified Form For Selling Spot

Lawrence Webb

December may be the month of decision for the Station Representatives Association's new *Confirmation of Broadcast Order* forms. The simplified radio and tv forms, according to Larry Webb, SRA's managing director, "will eliminate paper work among representatives, agencies and stations.

"It will make it easier and more simple for representative salesmen and timebuyers to do business," he points out. "It will make spot buying easier."

The form was put together and approved by a special committee appointed by the board of directors of the SRA. It was presented for approval to the 17-member Broadcast Media Committee of AAAA, which was to meet December 11-12 under the chairmanship of BBDO's Frank Silvernail.

On December 16, the full board of directors of SRA planned to consider adoption of the form.

Hopes For Approval

"We have been working on it for more than a year," reveals Mr. Webb, "and we are hoping that all members of the SRA will use it. And if the AAAA committee approves it, there's no reason why *all* representatives shouldn't use it.

"With the old form," Mr. Webb notes, "so many copies change hands that it is, to say the least, confusing. When the agency receives confirmation, copies go to the station and the agency. But the agency might not get around to sending a AAAA contract form for two or three months after the spot has been on the air.

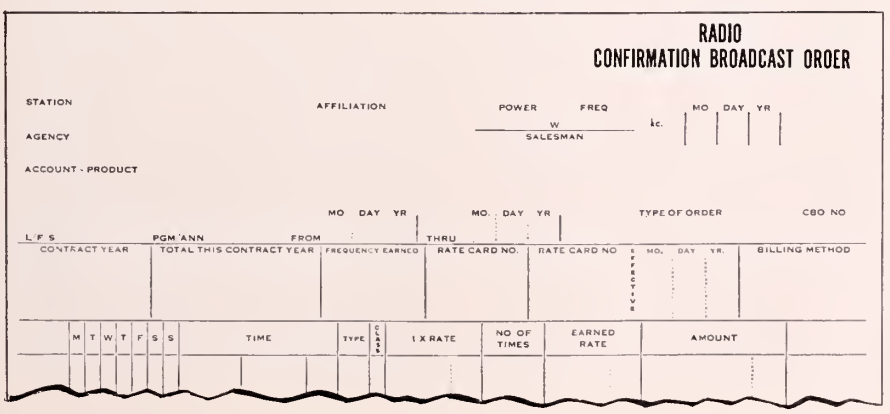
"The business may be over and a bill sent from the station before the agency has sent a contract. It then becomes a mere formality.

Necessary Information

"Our new form," Mr. Webb says, "originates at the representative's office. He submits availabilities on a standard form. When the agency timebuyer agrees to a sale, the representative confirms the order on the new form—which makes provision for all necessary information.

"On the back of the *Confirmation Broadcast Order* form are all provisions of the AAAA contract. The copies are signed and returned by the agency to the station and vice-versa—saving manpower, money and paper.

"The new form fits machines such as Peters, Griffin, Woodward's Univac. This one piece of paper can do the work of all the present forms." • • •



RADIO
CONFIRMATION BROADCAST ORDER

STATION
AFFILIATION
POWER
FREQ
W
kc.
MO DAY YR
AGENCY
SALESMAN
ACCOUNT - PRODUCT
MO DAY YR
MO. DAY YR
TYPE OF ORDER
CBO NO
L F S
PGM ANN
FROM
THRU
CONTRACT YEAR
TOTAL THIS CONTRACT YEAR
FREQUENCY EARNED
RATE CARD NO.
RATE CARD NO
EFFECTIVE
MO. DAY YR.
BILLING METHOD
M T W T F S S
TIME
TYPE
CLASS
UNIT RATE
NO OF TIMES
EARNED RATE
AMOUNT

Oasis Cigarettes are buying

program pm

the sound difference in nighttime radio

Let Program PM make a sound difference in your sales. Call A.W. Dannenbaum Jr., WBC-VP for Sales at MU 7-0808.

WESTINGHOUSE BROADCASTING COMPANY, INC.

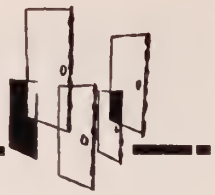
WREN'S *Going Places!*

Who's got Topeka's only mobile unit? . . . . WREN of course. Who's got all-new facilities? . . . . WREN. Who's got the top personalities? . . . . WREN. And does it pay off for the advertisers? Nielsen says YES. WREN's cost-per-thousand homes in Topeka's 11-county market is only 18c. Let your George P. Hollingbery man show you how WREN measures up on *quality* of audience, *size* of audience, and *cost* of audience!

5000 WATTS
TOPEKA, KANSAS

WREN

report from agencies



Agency Takes To Farm Radio

One of the backbones of radio throughout the medium's history has been farm products usage. Advertising agencies representing such clients have found farm radio an economical and efficient buy.

Over the last several years, agricultural agencies and advertisers have used this medium with increasing frequency to sell the farmer.

A decade ago farm journals formulated the meat and potatoes of agricultural advertising. Today, while the farm trade magazines manage to skim the cream off the top, radio is in second place and coming up fast as the farm product manufacturer's major advertising medium.

Farm Agency

One such agency specializing in farm products is Albert Sidney Noble Advertising, New York. It handles such products as Arcadian Fertilizer, Virginia-Carolina Chemical Corp. (V-C Fertilizer) and Union Carbide's Crag products (Glyodin, for one). In the past year, this agency has used between 80 and 90 farm stations. In the next year, it is expected that the agency's use will be at least maintained, and probably increased.

According to media director, Troy Ferguson, Jr., "We anticipate that farm radio in 1958 will continue to expand just as it did in 1957. Over the last several years there has been a steady rise in both the number of radio stations used by agricultural advertisers, and in the total billings."

The Noble agency prefers to buy time between 6:30 and 7:30 a.m., and noon to one p.m. By 6:30 the farmers are available after the crack-of-dawn chores, and are again in the house for lunch by noon.

Mr. Ferguson states that farm advertisers like radio because of the low cost, which fits the pocketbook of most agricultural manufacturers who tend to be regional, not national, firms.

The Noble agency started using radio about seven years ago. Up to that time it was practically all farm publications. One of the things that brought about the change, according to Mr. Ferguson, was that the stations themselves did an outstanding job of catering to farm product business. Another factor was that radio was inexpensive.

But the important factor, Mr. Ferguson stresses, is that the quality of programming offered by farm stations interested advertisers and agencies. The dealers like it, too.

Wherever they are, farmers spend more time listening to the radio, according to the new study comparing radio and print made by the National Association of Television and Radio Farm Directors. Farmers living in villages spend 191 minutes daily listening to the radio, as contrasted with 34 reading newspapers, and 28 with magazines.

Farmers living on farms listen 189 minutes a day, and spend only 31 on papers and 26 on magazines. Farmers living in metropolitan areas tune their sets in for 139 minutes a day, read papers for 36 minutes and spend 21 minutes with magazines.

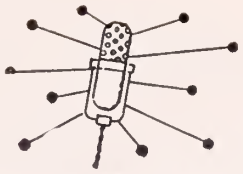
Family Listening

The listening average for farmers is three hours per day.

That the advertiser succeeds in reaching his market is evidenced by the fact that the average farm family listens to the radio 17 hours and five minutes weekly, as opposed to the national average of 16 hours and 41 minutes (according to NATRFD).

Agricultural advertisers and agencies buy news, weather, and radio farm director shows, which have high listenership in rural areas. Farm director programs attract particular interest because the director is considered an authority on agriculture in each area of the country. Farmers consider it part of their job to keep informed on the developments he reports. • • •

report from networks



Comment On Billings
Attentive Audience Survey
Significant Farm Data

NBC has as much firm business on hand for 1958 as it had last March for the '57 year.

"We are four months ahead of last year's schedule on the amount of firm business committed," Matthew J. Culligan, vice president in charge of NBC Radio, told U.S. RADIO. "In addition to the top 15 big network advertisers who have returned, scores of new clients are on hand—as never before.

"NBC expects in 1958 a 40-50% increase in billings over 1957."

Last month in Pittsburgh, at a luncheon celebrating NBC's return to that city via WAMP and WFMP, Mr. Culligan hailed the event as "symbolic of the renaissance of network radio in the rest of America."

He said that during the years of tv's growth "network radio didn't really know what it was . . . or where it was going. It developed a terrible inferiority complex and chronic extreme nervousness.

"At the peak of its troubles, it went on the psychiatrist's couch for treatment. Bit by bit, network radio learned that even though it had lost the battle of the living room . . . it had during the same time won the battle of the kitchen, den, study, bedroom, playroom, sunporch, terrace, garden, automobile, beach and park."

CBS Motivational Research

Jules Dundes, vice president in charge of station administration for CBS Radio, claims that a qualitative study, undertaken for the six CBS-owned radio stations by Motivation Analysis, Inc., has revealed that these stations have a higher degree of "believability" and invite "more attentive listening than the leading independent stations in their cities."

The motivational research was based on discovered attitudes of 1,202 radio listeners polled last spring in six cities, CBS said, where CBS-owned outlets had the leading independent stations as their chief competitors.

The analysis sought to answer the following questions:

(1) Do listeners pay closer attention to some stations than to others?
(2) Do they distinguish among stations regarding some more favorably than others?
(3) Are listeners more likely to believe some stations than others?

ABN Renewals

Four new sponsors and four renewals, with billings in excess of $500,000, have been signed by ABN, announces Thomas C. Harrison, vice president in charge of sales.

Newly signed sponsors include Buitoni Foods Corp., Kitchen Art Foods, Inc., Magla Products and Sterling Drug, Inc. Renewals were signed by Bristol-Myers Co., Campana Sales Co., Food Specialties, Inc., R. J. Reynolds Tobacco Co., and Sleep-Eze Co., Inc.

Keystone Farm Figures

1958's NARTB "Farm Broadcasting Day," to take place Feb. 1, has special significance for the Keystone Broadcasting System. According to Keystone, of 1,018 affiliates, 749 stations broadcast one or more farm programs daily and serve within their respective Nielsen coverage areas 4,303,804 farms—or 90% of the nation's total of 4,782,004 farms.

"This predominance of farm coverage on the local level," a Keystone official claims, "places Keystone in the forefront in serving the country farm markets, which rely on special farm programming to furnish daily information, applicable to local conditions. The most recent study shows 59% of Keystone stations are in the top third." • • •

KFAL RADIO

Fulton, Missouri

Folks who know—

- TEX ROPER
- TINY LUTZ
- BOB HAMILTON
- ART HOGAN
- JERRY LAWRENCE

Listen daily and hour after hour throughout central Missouri to these *KFAL folks* who know Missourians best.

Your access to more sales call *Indie Sales*, Inc. or direct — KFAL Fulton, Missouri.

Tel: 1400
KFAL RADIO 900 kc 1000 watts

The BEST Coverage of the Colorado Market*

. . . at the lowest cost

NOW, with one order, advertisers may use strong, primary-service signals on BOTH sides of the Rockies to cover Colorado.

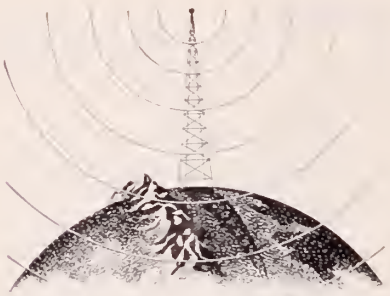
COLORADO NETWORK

KVOD, Denver, 5000 watts, 630 k.c. ABN
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.

National Rep. Bolling Co., Inc.

NATIONAL SALES OFFICE
MIDLAND SAVINGS BLDG., DENVER 2, COLORADO
Phone: TAbor 5-2291 TWX: DN 483

**Before you buy from any organization claiming to cover all of Colorado, be sure to request a Certified Field Strength Map.*



a giant's voice

Heard throughout the Rocky Mountain West...is the welcome voice of KOA-RADIO! It's the giant 50,000 watt voice that has dominated the rich Western Market for over 32 years!

GIGANTIC RESULTS—

KOA-RADIO is the giant selling force in the West...the only voice you need to reach—and sell—the *entire* Western market!

Represented by Henry I. Christal Company, Inc.

KOA DENVER Radio

One of America's *great* radio stations

850 Kc • 50,000 WATTS

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

report from Canada

Canadian Rating Systems: Bureau of Broadcast Measurement

First of a series on major Canadian rating systems.

CHARLES C. HOFFMAN, executive vice president, BBM.

The Bureau of Broadcast Measurement, founded 11 years ago, is a non-profit organization unlike its major competitors, according to Charles C. Hoffman, executive vice president. He says BBM differs from its rivals in that its directors are drawn from all areas of the broadcasting industry. The fifteen board members are equally divided among advertisers, agencies and stations.

"This enables us to operate without bias, in a completely objective manner, to serve all facets of the industry," says Mr. Hoffman.

"In addition, being a non-profit organization, everything we do is open to public inspection by any one of our subscribers. This includes our bookkeeping, our statistical methods, our individual ballots.

BBM's Canadian membership includes at the present time 116 radio stations, 25 tv stations, 61 advertisers, and 56 agencies. In the U. S., subscriptions come from 10 agencies, 3 advertisers, 6 representatives, and 5 tv stations.

Mr. Hoffman justifies BBM's use of the questionnaire system this way: "We feel that we are giving the industry what it wants. The advertisers, agency men, and station executives on our board have agreed that the system we use is most accurate and most detailed.

"We select random samples of about 120,000 persons from telephone and post office directories," Mr. Hoffman explains. "BBM's questionnaires are unique in Canadian ratings. We divide the day into 36 half-hour periods, soliciting replies on station listening habits in each half hour segment, thus pinpointing exactly who listens to what station when. This is of immense value to the agency and his client when they start to buy time.

"We ballot twice a year in 30 metropolitan areas and 131 rural areas across Canada. We survey in the cities on a seven-day basis; in the rural areas, on a four-day basis because we have received better response by asking for only four-day logs in these sections. The logs apply everywhere to the same week of the year."

Mr. Hoffman says BBM will use a seven-day log everywhere starting with its report to be issued Jan. 3, 1958. "This means we shall have to send out a larger mailing in the rural areas than in the city areas to get the same percentage of responses."

The service claims a 20% return on mailings.

BBM says that the non-respondents generally follow the same listening patterns as the respondents. The organization states that it has determined this through more than 150 side research projects in which non-respondents were contacted after a survey.

Mr. Hoffman concedes that twice-a-year reports are not ideal. "However," he points out, "BBM's rating system is the costliest in the world, bar none. We spend $200,000 a year. As soon as we can, we will increase the frequency of our reports without greatly increasing the very low rate we now charge our subscribers.

"We feel that our system makes up in quality what we lack in quantity of reports. For example," Mr. Hoffman points out, "when you multiply our 36 half hour segments by 7 days of the week, you get 252 units. This is the same as making 252 telephone calls. If you multiply 252 by 120,000 (our sample), you come up with 30,240,000 . . . . this would be a lot of phone calls, and no rating system we know begins to approach that number." • • •

Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every* American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

HIGHER EDUCATION
KEEP IT BRIGHT

PUBLIC SERVICE ADVERTISING COUNCIL

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

have new tape recorders and a portable disc phonograph.

"I have only been talking about the New York office. Our other offices are similarly equipped. We shall continue to add whatever is needed," he concludes, "to fully serve our stations and our advertising clients."

Help Salesman Sell

"Our department would be a waste of money if it didn't make it possible for the salesman to spend more time on the street—servicing agencies and stations," says Dan Denenholz, vice president in charge of research and promotion at The Katz Agency. "We try to anticipate his questions; we try to help him individually. Of the 15 people in our department, all but three are available for radio."

According to Ken Mills, Mr. Denenholz's assistant at Katz, "Our first job is to tell the basic story of each station.

"We put out 'Ready Reference' sheets to tell the basic story of each station, information sheets for extensive mailing, and color promotion pieces for stations on special occasions. And of special importance is the consultative work with our stations on an infinite variety of problems."

The Meeker Company prepares five categories of promotion-research material for its represented radio stations, along the lines of the Katz presentations.

"We have found," Meeker research director Mimi von Zelowitz comments, "that the organization of this material and the updating of all statistics are invaluable to the harried timebuyer who has a deadline to meet, and would otherwise gather the same material—on each station in every market in which he is interested."

The John E. Pearson Co. has been publishing a confidential weekly newsletter for its station clients for almost ten years. "The function of the newsletter," says Mr. Pearson, "is to keep stations informed on upcoming campaigns, account changes at agencies, and personnel realignment."

A primary motive of the letter is to give the Pearson stations a chance to get support from local dealers and distributors if a national campaign is headed for their city.

Selling Spot Itself

But the research-promotion departments go much further than just aiding their own client stations. They supply the presentations with which representatives are selling spot radio itself as a medium.

"We have well over 500 presentations in constant use," reveals Arthur H. McCoy, vice president of John Blair & Co. "Our presentation activity is going on all over the country. We feel that the series of talks we have delivered in the past year and one-half have paid off in making people aware of the value of spot radio."

In the past year, Adam Young, Inc. has prepared many industry presentations, including "Data-Service" research reports on "The Audience Only Radio Reaches" (*listeners on wheels*), "A Closer Look at the SRA Formula," and Nielsen's National Coverage Study — "Its Uses and Abuses." Special detailed and illustrated reports were also prepared on "The Dynamic Change in Radio" and "How Important is Coverage?"

"We currently have in the works," comments Frank G. Boehm, vice president of Adam Young, Inc., "another special report which we feel will clarify the audience composition of music and news stations once and for all.

"As you know," he continues, "this type of operation has been tagged 'juke box' or 'teen-age,' and we feel the special surveys we are having done will disprove these charges."

Industry Presentations

Most national representatives feel that what's good for radio will in the long run be good for them. Their industry presentations boost the medium as a whole, not only their particular services.

"As radio specialists it is part of our job to awaken advertisers to the advantages of radio," states Carl L. Schuele, general manager of Broadcast Time Sales. "All our salesmen are required to make five calls each week on advertisers we feel do not realize the full potential of radio.

"By using tape recorders, we take the stations we represent 'in person' to the advertisers. They are usually surprised at the quality of the salesmanship of announcers all over the country. We try to show them that radio can do the most effective job for almost all products and services at the lowest possible cost."

Selling Medium

"The Katz Agency does a good deal of selling spot as a medium," reveals Ken Mills. "It has to be done, after all, before you can offer an individual station.

"Our current effort, called 'Radio Spotlight,' is a little different from most present ones. It's not very fancy; we didn't have that in mind. We have attempted to allow a salesman to build up a file on spot radio. The individual items include the basic story of spot radio and a series of specific illustrations of (1) success stories, (2) facts and figures on spot volume, (3) facts and figures on quotes—and many more.

"By issuing new sheets periodically," Mr. Mills explains, "a constant flow of material goes to the salesman. We are trying to build this up into a flexible presentation that can be used in specific cases."

Stresses Research

"Our position in research," says Lloyd George Venard, president of Venard, Rintoul & McConnell, "is that the analysis of research is more important than mere ratings. The four executives of this company at one time or another have been sales managers in charge of research work.

"We therefore know," he continues, "the type of research we want done; we analyze the facts given to us by our research people and from this we develop the sales story.

"This policy developed because agencies rely more and more on the representative. We are paying more attention than ever to gathering facts, analyzing, and then applying them affirmatively."

Special Stations

An example of a representative, whose stations have specialized programming, is Chuck Bernard, of Charles Bernard & Co., who founded the Country and Western Music Broadcasters Assn. He believes that a group like his, "cooperating on national projects, such as research, promotion, and trade advertising can realize tremendous savings that can be passed along to the national advertiser."

It would be difficult to deny that the stability and upward growth of spot has been attributable to three chief reasons: aggressive selling, positive and original research on the vitals of today's radio and vigorous promotion.

But the representative has done more for radio than boost spot sales. Through concentrated selling, he has focused the eyes of the advertising world on all radio. When the time came for a change in the pattern of selling radio, the representative was the first to recognize the need for an alteration in programming and rate cards.

In the words of Larry Webb, managing director of SRA, "You only have to look at the tremendous increase in national spot radio billings to realize the importance of the station representatives to the industry.

Without any question, were it not for the long-range thinking and planning of these firms, spot radio advertising would never have reached the degree of importance accorded it today."

Proof of the expanded role the representative firm has assumed can be found in the new functions now placed upon his business. Today's representative is in reality a part of the station management team. He is consulted on local as well as national rate structures; he advises on programming and personnel policies. In short the representative plays a direct part in shaping a station operation. He is even called in to pass on the advisability of acquiring additional broadcast properties.

As noted earlier, the volume of spot radio business in 1957 will reach an estimated $200 million. This will be an all-time high. For the third quarter of 1957, total sales amounted to $49,067,000, a 43 percent increase over the $34,267,000 for the similar period in 1956. Significantly enough, the nine-month spot revenue totals amounted to $144,462,000, which is just slightly less than the $150 million-plus that was chalked up for all of 1956.

The outlook for 1958 appears even brighter. In addition to increased volume, the operating profit should be larger as a result of new consideration being given the problems of handling the tremendous traffic burden. In line with this, many representatives are taking positive steps to increase spot business by helping agencies ease processing involved in a spot campaign. • • •

2,000,000+

all different families . . . different each survey, different all year

Pulse rings doorbells, interviews families right in their homes. The one-and-only method used by Pulse since 1941.

radio ratings

New Nielsen Report Stresses Buying For Modern Radio

The new reporting techniques that A. C. Nielsen Co. has adopted are based on the need to measure modern radio in a realistic manner. They are designed to keep audience calculation keyed to current buying and selling trends.

In addition to measuring 15-minute segments and on a per program basis, Nielsen now calculates strips of time across the week and blocks of time.

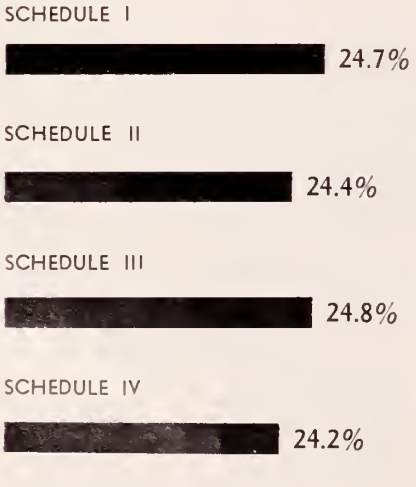
As Nielsen is aware, radio today is not sold by individual spots. The advertiser buys packages and saturation. Measurement interest, therefore, centers on the total number of different homes reached by the spot package over a period of time and how often the message is heard by the average listener.

The total number of different homes reached by a three-hour block is generally three times as large as the audience to any 15-minute segment, according to Nielsen. In four weeks, this audience turnover can increase the number of different homes reached to a total of 10 times greater than the per-broadcast figure.

Nielsen says that what this means in terms of audience is that station A with a rating of 3.0 for the average quarter-hour between 6 and 9 p.m., Monday through Friday, has 30,000 homes listening per quarter hour. The three-hour cumulative audience of this time block is 9.0 or 90,000 different homes tuning to this station during this period. In a month, this station reached 21.0 per cent of all radio homes in its market during this three-hour period, with the average home hearing 34.3 quarter hours.

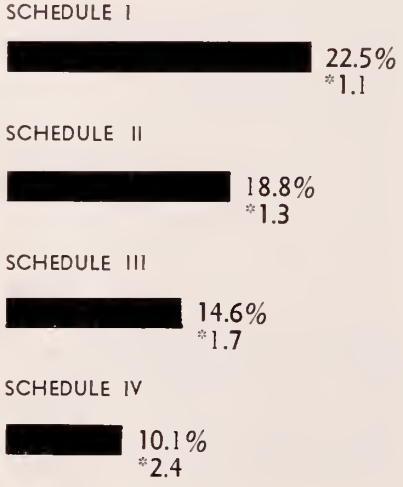
Seen in terms of media strategy, unduplicated audience data shows a qualitative difference in spot schedules with the same gross rating. Four spot schedules (see gross ratings below) have a gross rating point total of between 21.0 and 25.0. But although total impressions may be the same, their distribution varies greatly. Only schedule I will reach over 20 per cent of the market. Schedule IV reaches only 10.1 per cent of the radio audience, but it will deliver more than double the number of impressions per listener. If a product requires a large but infrequent audience (perhaps a "reminder" spot) schedule I is the natural choice. If impact frequency and not audience size is important then schedule IV is the better choice. • • •

Comparing Gross Rating Points



*No. of spots heard.

Comparing *Unduplicated Cumulative* Audience—Percent of Different Homes Reached Per Week



MUTUAL (Cont'd from p. 31)

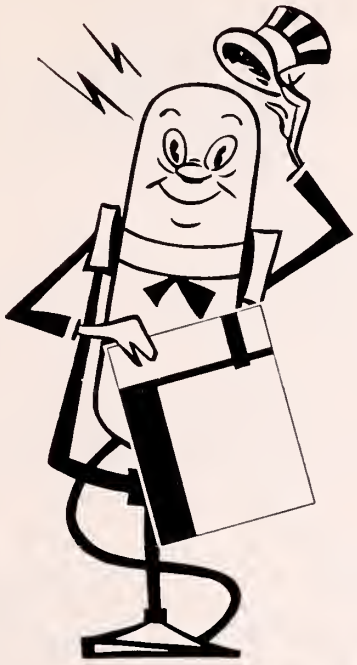
these will be tabulated Mutual's consensus of the top 10—with full analyses of area thinking on major news events of this year.

The strength of Mutual's news programming was graphically portrayed in mid-November. Fulton Lewis jr. delivered a "commercial on commercials" that had a telling impact. His program is heard on 350 stations and up to the moment of his "commercial" it was sponsored only on 75 outlets. At the time, his contract guaranteeing him $100,000 a year was coming up for renewal. Mr. Lewis in a surprise announcement explained the importance of supporting sponsors' products and at the same time mentioned the need for greater sponsorship of his show. The results were immediate. MBS was flooded with listener and advertiser response. As a consequence, Mr. Lewis' show is now sponsored on 126 stations.

Listener Support

An example of listener support was the reaction of the owner of Dr. Ross' Dog Food. As an avid follower of Mr. Lewis, the canine food company sent a telegram to Washington and ordered the news show for 38 West Coast markets from San Diego to Seattle.

News can sell. News must inform. That's the Mutual tack. But what are the specific qualities a newscaster must have, U. S. RADIO asked Mr. Hurleigh. "In radio," Mr. Hurleigh commented, "a newsman must have a sense of the dramatic and the ability of an editor to choose the substance of a story as well as determine the importance of it. He need not be the great writer that newspapers need but he must be lucid. He must be able to make his point immediately. A man can re-read a newspaper. He cannot re-hear a broadcaster's lead sentence." Actually, Mr. Hurleigh mused, there was another way of stating it. He said he used to tell journalism students there was only one way to write for radio: "Tell them you're going to tell them. Tell them. Tell them you told them." That's the way you'll get the news on MBS. • • •



U.S. RADIO...

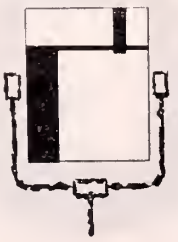
the monthly magazine for buyers and sellers of radio advertising

- **Radio is separate, distinct, and competitive . . . and it is really bustin' loose!**
- **Nearly *one-half billion* advertising dollars (net) to radio time alone last year.**
- **Almost complete radio set saturation in the homes of our country, two or three sets in each home more often than not.**
- **More than 80% of all automobiles equipped with radio.**
- **1,000 new stations since 1950: now more than 3,500 (AM and FM).**

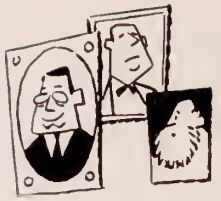
Radio is the mass medium to reach the whole of America

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

U.S. RADIO . . . . the monthly magazine devoted 100% to radio advertising.



names and faces



Noting the Changes Among

The People of the Industry

STATIONS

ALLAN BENGSTON, formerly with NBC station relations department, appointed general manager of WTRY, Albany-Troy-Schenectady, N. Y.

RALPH BEAUDIN named general manager of KQV, Pittsburgh, and vice president of Allegheny Broadcasting Corp. by ABN.

CHARLES GODWIN, former director of station relations for Mutual and ABC, joined Air Trails Network as director of development.

ANNE HETFIELD has left The Branham Co. to become sales development director for the Crosley Broadcasting Corp.

SI LEWIS, formerly with WINS, New York, named national sales manager of Tele-Broadcasters' Stations and general manager of WPOW, New York.

ROBERT N. BURNS appointed station manager of WFLR, Dundee, N. Y.

JERRY GAINES appointed sales representative on staff of WIBG, Philadelphia, and CHARLES O'DONNELL named news director. Both had been with WHAT, Philadelphia.

GAYLE D. SWOFFORD, previously with KALB, Alexandria, La., named manager of WJXN, Jackson, Miss.

BILL ARMSTRONG, with the Storz Stations since 1954, appointed program director at WDGY, Minneapolis-St. Paul.

EUGENE P. WEIL, new national sales manager of the OK Group, will continue to direct WLOK, Memphis, Tenn.

GRAHAME RICHARDS appointed regional director of programming by Intermountain Network.

WILLIAM D. ALFORD resigned as asst. farm director of WLW, Cincinnati, to become farm director at WMT, Cedar Rapids, Iowa.

GARRY ROBERT QUINN, formerly with WPGC, Morningside, Md., has joined WWDC, Washington, as fm account executive.

NETWORKS

MICHAEL J. MINAHAN, with ABN since January, named business manager; SY COHEN appointed to new post of stations exploitation executive, and CHARLES MANNO named asst. national program director by ABN.

JOE RYAN, with NBC's press department since 1955, appointed manager of business and trade publicity; and DAVID SCOTT named to new post of New England division manager of NBC Spot Sales.

REPRESENTATIVES

STEPHEN A. MACHCINSKI, JR., previously vice president and general sales manager, appointed executive vice president of Adam Young, Inc.; and HAL PARKS, formerly account executive of WAGA, Atlanta, has joined Adam Young as manager of new Atlanta office.

TOM MURPHY, former account executive at Grant Advertising in Dallas, appointed sales manager of new Dallas office of The Bolling Co.

FRANK FROST named to head up new Des Moines office of John E. Pearson Co. and DICK MORAN added to Des Moines staff; also, RALPH WIDMAN appointed manager of Dallas office.

ALAN J. BELL, recently with Army Pictorial Service, joined Peters, Griffin, Woodward, Inc., as asst. director of radio promotion and research.

MARTIN H. PERCIVAL, formerly with John E. Pearson Co., named eastern sales representative of McGavren-Quinn Co.

RAB

LEN HORNSBY, former general manager of WVDA, Boston, appointed grocery products sales manager of RAB.

AGENCIES

ROBERT L. FOREMAN elected to executive committee of BBDO. He is executive vice president, director, and chairman of plans board.

EDWARD CHASE promoted to vice president and asst. director of public relations by Cunningham & Walsh.

ELEANOR DEAN, former vice president of Ogilvy, Benson & Mather, has joined Warwick & Legler as a vice president in a creative capacity, and WILLIAM ZERWECK, former vice president of Norman, Craig & Kummel, named to executive staff of Warwick & Legler as a vice president.

IRVING S. KOGAN, director of public relations, elected a vice president of Hicks & Greist; and ERNEST M. WALKER, formerly director of central division of ABN, named account supervisor of packaged goods.

JOHN PEACE, a vice president and director of William Esty Co., appointed chairman of new operating committee.

DENISE JAMES, previously copywriter for Erwin, Wasey & Co. and Ted Bates & Co., appointed to copy staff of Emil Mogul Co.

Bengston

Hetfield

Gaines

Machcinski

Murphy

Beaudin

Chase

Foreman

Percival

Godwin

Parks

Cohen

Lewis

Weil

Richards

Alford

Best Wishes
for the
Holiday Season

FROM THE STAFF OF U.S. RADIO

EDITORIAL

. . . same house, separate media

NAB

On January 1, 1958, the National Association of Radio and Television Broadcasters reverts to its original name, the National Association of Broadcasters. NARTB to NAB.

It is fitting that we should hail the move. Not only are the three letters less clumsy to the tongue, but certainly in this change there is recognition of equal footing between radio and television. There are those perhaps who view the name change as compromise in lieu of more drastic moves. Yet we feel it is significant that our national association organizationally has put the two media on the same level.

We won't disagree that there is kinship between radio and tv in that they are both air media. Legislatively and from the point of view of governmental control, their interests are similar. In this area, generally what effects one will directly effect the other. It is in this area that NAB is well equipped and must operate in the interests of each *equally*.

LINES ARE DRAWN

However, although radio and tv live in the same house, they are separate individuals with distinct purposes in life. On the business side, they are as different as newspapers are from magazines in the print field.

Frankly, radio and tv are as competitive as any two media can be. Let's not confuse similarity on the one side with distinction on the other. From the point of view of sales, each must fight for its business. Wherever the decision is finalized, it's certain that the ad dollar which goes to television cannot also go to radio; and the ad dollar that goes to radio cannot go to tv.

Up and down the entire broadcasting industry this fact has been recognized for some time. Networks, group ownerships and individual ownerships of radio and tv stations have almost wholly separated the two media.

In answer to a need, the Television Bureau of Advertising was created; but long after the Radio Advertising Bureau had well documented the separateness of radio. TvB is television's association to sell *television;* RAB is radio's association to sell *radio.* Thus, while NAB may represent the similarity between radio and tv in that these are both air media, RAB and TvB represent the complete competitiveness between radio and tv.

Radio *is* a separate, competitive and distinct advertising medium. As the mass medium for the whole of the country, radio must make its own bid for the ad dollar.

THE TRUE MEASURE OF RADIO

Radio's real effectiveness as an advertising medium lies far beyond the much-talked about in-home listening patterns. True, radio set ownership practically saturates the homes of the country; but this is only part of the immensity of the radio audience. What happens outside the home? Until there is an adequate measure of car listenership, a big part of radio's story remains untold.

We view with satisfaction latest trends toward looking inside the auto. (See *Soundings,* p. 9.) The technique of local on-the-spot interviews at such places as car parking areas is not new. Such methods, however, employed on a national scale, could go far toward giving us facts. A network's new technique of holding car radios tuned to one after another of its stations during travel emphasizes the need for measurement. One recent report reveals that 72 percent of all U. S. households own radio-equipped cars . . . more than 35 million autos with radios.

This is big radio. Let's go after all the facts and figures.

Now, with KRMG in Tulsa, Meredith offers you . . .

basic buys in 5 key markets

KRMG, newest member of the Meredith family, serves the 315,000 people of Tulsa and many thousands beyond from their choice 740 dial spot with 50,000 watts days . . . 25,000 watts nights. Ask Manager Frank Lane or John Blair & Co. for details on KRMG, the basic radio buy in Oklahoma.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

KOIL's upset the applecart in Omaha

KOIL
No. 1 in Omaha

	KOIL	2nd best station
Mornings-	36.9	18.4
Afternoons-	40.8	15.5
Evenings-	48.3	20.8

HOOPER
OCT.-NOV. 1957

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

with more than twice as many listeners as any other station

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO

JANUARY 1958

35 CENTS

TLOOK '58—I
Advertisers, Agencies
Invest Radio's Growth
page 19

TLOOK '58—II
dio Industry Gears
$700 Million Year
page 22

STON RETURNS
Cereal Maker Ups
dio Use 20 Percent
page 30

'S LIVE SOUND
es Story Carried
Agencies, Clients
page 34

John Bowers

Spends Millions
Prime Time
Top Talent
page 26

in the U.S. there are approximately
15 MILLION TEENAGERS
25 MILLION IN THEIR TWENTIES
30 MILLION IN THEIR THIRTIES
35 MILLION IN THEIR FORTIES
37 MILLION OVER FORTY

And Every One Affects Sales!

The Bartell Group concept of family radio has, through ten years of sampling, demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance.

NO AUDIENCE FRAGMENTATION
BY PROGRAMING TO SPECIAL GROUPS

THE BARTELL GROUP
RADIO FOR FAMILY LIFE

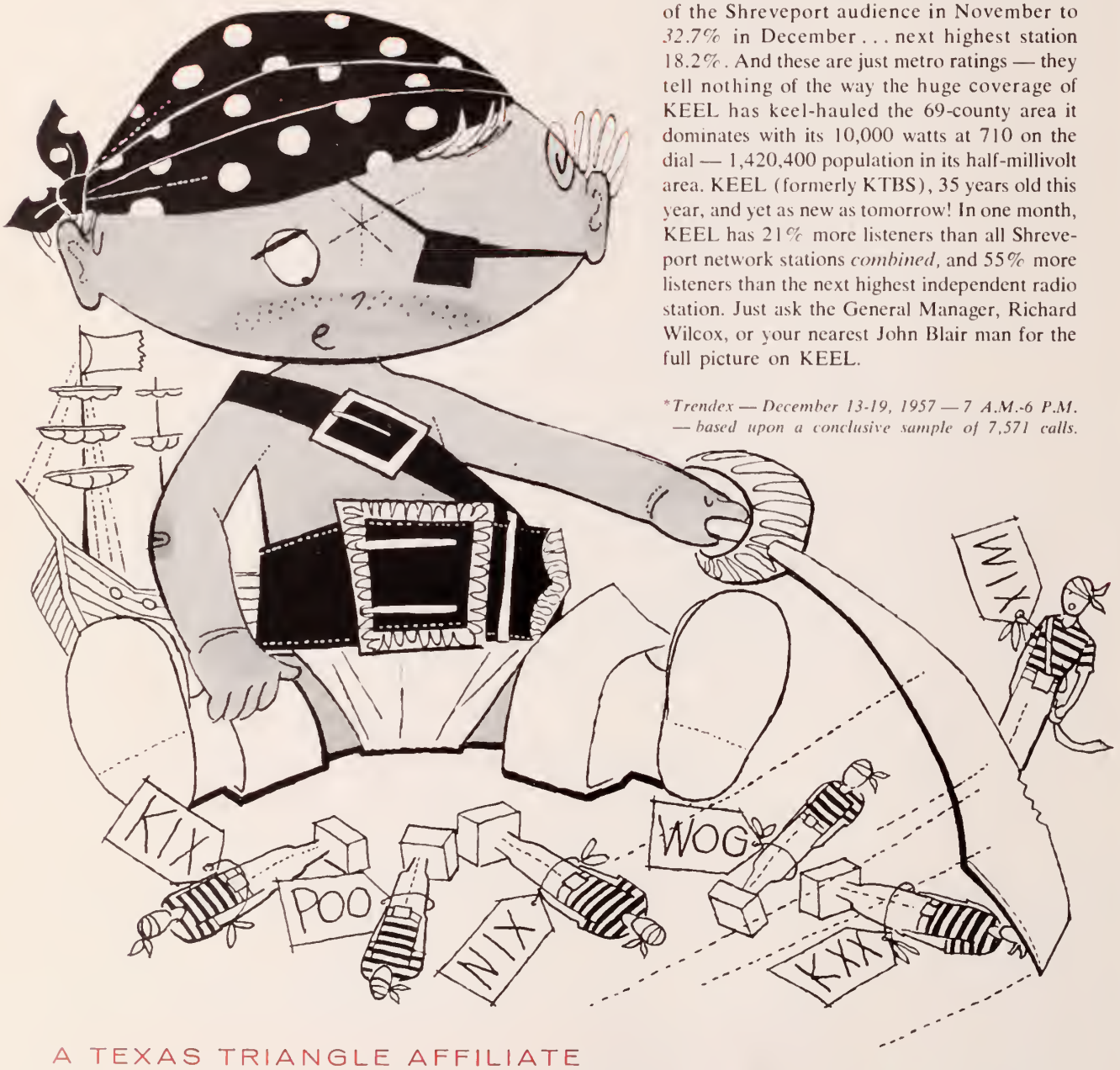
AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

We Really KEELED 'em in SHREVEPORT!

Another astonishing McLendon success story! Trendex* tells it sensationally — from *last* among eight Shreveport stations in November to FIRST in December — a one-month miracle! Shreveport's new KEEL has jumped from *4%* of the Shreveport audience in November to *32.7%* in December . . . next highest station 18.2%. And these are just metro ratings — they tell nothing of the way the huge coverage of KEEL has keel-hauled the 69-county area it dominates with its 10,000 watts at 710 on the dial — 1,420,400 population in its half-millivolt area. KEEL (formerly KTBS), 35 years old this year, and yet as new as tomorrow! In one month, KEEL has 21% more listeners than all Shreveport network stations *combined,* and 55% more listeners than the next highest independent radio station. Just ask the General Manager, Richard Wilcox, or your nearest John Blair man for the full picture on KEEL.

**Trendex — December 13-19, 1957 — 7 A.M.-6 P.M. — based upon a conclusive sample of 7,571 calls.*



A TEXAS TRIANGLE AFFILIATE

KLIF-KFJZ
DALLAS-FORT WORTH

KILT
HOUST

KTSA
SAN ANTONIO

Represented by John Blair &

DO YOU KNOW?

WKAB has climbed to first place in current Mobile ratings.

WKAB is typical of the radio stations sold nationally by Young Representatives:

FIRST IN AUDIENCE, FIRST IN COST EFFICIENCY.

YOUNG REPRESENTATIVES, INC.

Affiliated with Adam Young, Inc.

New York • Chicago • Atlanta • St. Louis • Los Angeles • San Francisco • Boston

STORER RADIO STATIONS

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Michigan

WAGA
Atlanta, Georgia

WIBG
Philodelphia, Pa.

WWVA
Wheeling, W. Virginia

WGBS
Miami, Florida

GOING STEADY... AROUND THE CLOCK!

New to Toledo, but with thirty years' experience with West Coast newspapers and radio stations from Juneau, Alaska, to San Francisco, Jack Shoemaker applies a rich background to his job as WSPD-Radio night news director.

JACK SHOEMAKER

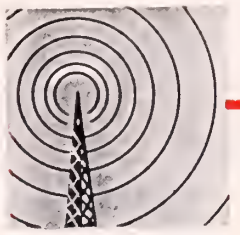
Previously associated with HEADLINE EDITION, WASHINGTON STORY, WASHINGTON POST (with the late Earl Godwin), and other network news features, Shoemaker is now dedicated to evaluation and presentation of news on the local level.

Appearing personally on WSPD-Radio at 7:05, 9:55, and 11 PM, editor Shoemaker closes a day of 30 newscasts; *first* in ratings as are all other WSPD-Radio program categories.*

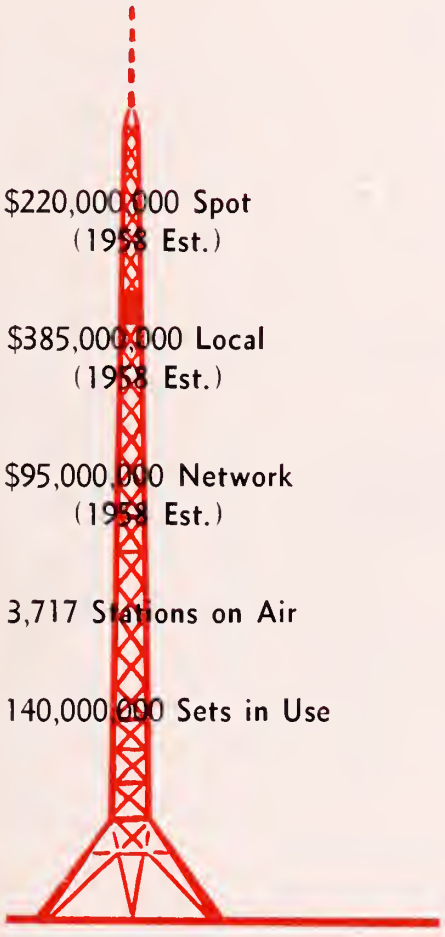
**Reference: Any audience rating service*

WSPD RADIO
Toledo

SALES OFFICES
NEW YORK—625 Madisan Avenue, New Yark 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicaga 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisca, Sutter 1-8689



Radio's Barometer



Spot: It is predicted that national spot billings will be 10 percent greater in 1958 than last year. Emphasis is placed on a very strong second-half. (*See Outlook '58—Part II*, p. 22.)

Gross national spot revenue is expected to reach $220 million in 1958, topping the 1957 record of $200 million.

Network: NAB estimates that network radio advertising expenditures were up 20 percent in 1957 over 1956. U. S. RADIO estimates that gross network revenue will be $95 million in 1958, as compared with approximately $86 million in 1957.

In the past year, the NAB reports, 14 of the 15 leading pre-tv advertisers returned to network radio. This brings to 104 hours and 18 minutes the total of sponsored hours a week on the four networks, compared to 89 hours and 17 minutes in 1956.

Local: Local station revenue, which in recent years totals more than national spot and network combined, will once again reach a new high. Gross volume is expected to total $385 million in 1958 as compared with $357 million in 1957.

Stations: Total stations on the air, both am and fm, rose again in December—to 3,717, a rise of 27 over November and 52 over October. The complete station activity looks like this:

	Commercial AM	*Commercial FM*
Stations on the air	3,180	537
Applications pending	374	32
Under construction	109	51

The trend toward more revenue gains is spotlighted by the Elliot Stations and other operations. WICE Providence reports that business for the first month of 1958 is 25 to 30 percent ahead of the same period last year. The Elliot's WCUE Akron's December business was 34 percent ahead of December 1956.

Billings for WABC New York hit a record high during the month of November, topping November 1956 by 18 percent. February through November 1957 sales of WIP Philadelphia reached an all-time 35-year high, the station reports. Local sales are currently up eight percent while national is running 19 percent ahead.

Industry-Wide: Total authorizations for am stations stand at 3,300, FCC Chairman John C. Doerfer states in his year-end report. He notes also that commercial fm stations showed their first numerical increase in nine years. Not only have applications for new commercial fm outlets increased, but for the first time in years, some are in competition.

More than 700 fm stations are authorized (not all on the air), with about 600 of these commercial. Revived interest in commercial fm, Mr. Doerfer points out, is due in large part to added income through background music operations, in which nearly 100 fm stations are engaged.

PS

THE ONE FITTING CLIMAX
TO GREATER SELLING SUCCESS

50,000 WATT
POWER

SPOTS SPOTS
SPOTS SPOTS

You
tell
more
people
...you sell
more people

when you use this powerful combination!

CKLW
RADIO 800kc
GUARDIAN BLDG., DETROIT

J. E. Compeau, Pres.

ADAM YOUNG, INC. *National Rep*

for buyers and sellers of radio advertising

U.S. RADIO

JANUARY - 1958 VOL. 2 - NO. 1

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listen!

TWO GREAT INDEPENDENTS

The ELLIOT STATIONS

HAVE CHANGED NATIONAL SALES REPRESENTATIVES

Both WCUE, Akron, and WICE, Providence—broadcasting more news...more music... more often—are now represented nationally by Avery-Knodel, Inc.

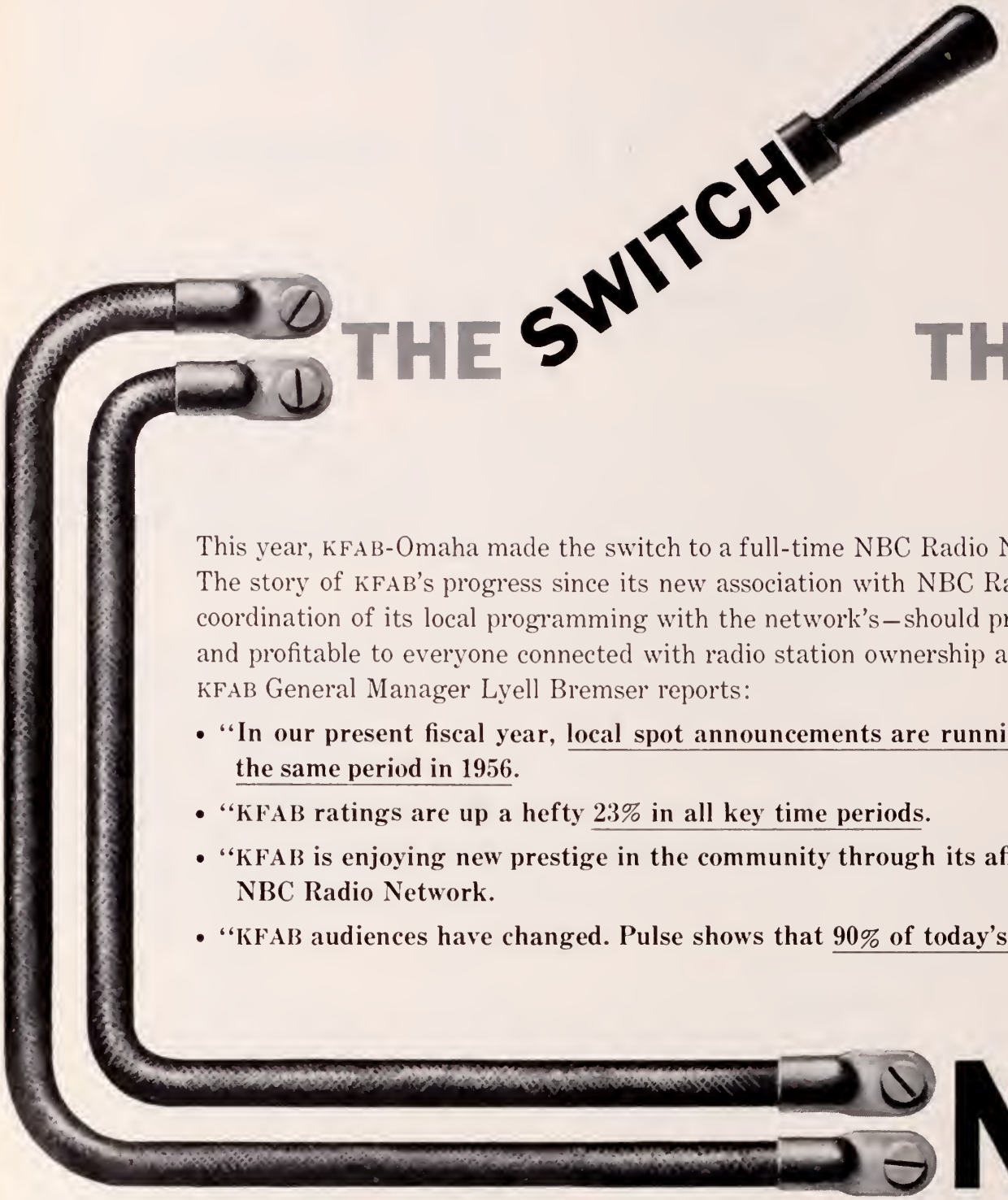
wice delivers more listeners per dollar than any other medium in Providence. Fastest growing station in the rich Providence area—955,000 population, 305,000 radio homes. Aggressive new management . . . and popular programming . . . have made WICE your best buy in this booming market!

Wcue consistently gives more listeners per dollar throughout the great majority of the day than any other Akron station. Up-to-the-minute and on-the-spot news, too. WCUE's 1,000 watts of well-programmed power sell to a market of 247,888 radio homes (NCS #2).

Both stations now represented by . . .

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



THE SWITCH THAT WO

This year, KFAB-Omaha made the switch to a full-time NBC Radio Network affiliate. The story of KFAB's progress since its new association with NBC Radio—and KFAB's coordination of its local programming with the network's—should prove enlightening and profitable to everyone connected with radio station ownership and management. KFAB General Manager Lyell Bremser reports:

- **"In our present fiscal year, local spot announcements are running 89% ahead of the same period in 1956.**
- **"KFAB ratings are up a hefty 23% in all key time periods.**
- **"KFAB is enjoying new prestige in the community through its affiliation with the NBC Radio Network.**
- **"KFAB audiences have changed. Pulse shows that 90% of today's KFAB audiences**

NBC

RADIO STATION

RKED WONDERS FOR KFAB

OMAHA, NEBRASKA

are adults—with adult buying power. And KFAB advertisers are reaping the benefits.

"The Division Manager of Skelly Oil says, 'I am convinced that KFAB's new program structure attracts a quality audience . . . an audience that will buy our merchandise.'

"The Advertising Manager of Kilpatrick's Department Store states, 'KFAB has the kind of audience—the adult audience—Kilpatrick's wants to reach.'

"And from the General Manager of Mid-America Appliance Corp., 'KFAB, with a good balance of strong local programming and NBC Network programming, makes an easy-to-listen-to selling program format during the entire day.'"

These KFAB successes are typical of what happens when a station programs local adult-appeal attractions phased in with the vast entertainment, news and service features of the . . .

RADIO NETWORK

Where there's a Storz Station . . . there's immediacy

. . . immediacy which in each of these major markets attracts more listeners to the Storz Stations than to any other

MINNEAPOLIS-ST. PAUL . . . WDGY

is first . . . All-day average. Proof: . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY . . . WHB

is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX

is first . . . All-day. Proof: Hooper (29.9%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM

is first . . . All-day. Proof: Hooper (37.0%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings

Continental Baking Sets Large Radio Increase

Continental Baking Co., a consistently heavy user of air media, is one of the many big national advertisers who is slating substantial increases for radio in 1958. The company reports it will boost its radio spending by 75 percent. (See *Outlook '58—Part 1, p. 19.*)

National Agencies, Too Upgrade Radio Budgets

Indicative of the increase in radio use by advertising agencies is Guild, Bascom & Bonfigli Inc., San Francisco. The agency reports that in 1955 its clients spent one dollar for radio for every $20 dollars for tv. In 1956, that ratio was reduced to one dollar in radio for every seven dollars in tv. And for the first 10 months of 1957, that ratio was altered again to one dollar to four dollars. (See *Outlook, Part 1.*)

Nielsen Updates Radio Measurement

The A. C. Nielsen Co. is ready to release the updating of a radio study it did about a year ago. It will chart many things, among them the increase in radio homes as compared with population and radio penetration by section of country (totalling more than 96 percent for the nation). There also will be weekly cumulative audience figures comparing radio to tv.

Nighttime Radio Strength Shown in Industry Surveys

Both the NBC Spot Sales (see *Report from Representatives, p. 47*), and the RAB nighttime radio studies point out the listening power of this segment of the day. The RAB survey shows that a modest schedule of 15 radio announcements broadcast during an average week over a single station after 6 p.m. can reach 15 percent of the homes in a market nearly twice each. The NBC Spot Sales study, conducted by Pulse, shows that the quality of nighttime audiences is on a par with morning audiences. According to George S. Dietrich, director, there is a "remarkable similarity" between the 6 to 9 a.m. and 7 to 10 p.m. audiences.

Keystone Predicts Biggest Radio Year

The Keystone Broadcasting System, a network of more than 1,000 radio stations, had its best year to date in 1957, and it's expecting an even greater increase in business in 1958. "The coming year," says Sidney J. Wolf, president, "will be the big radio year of the decade."

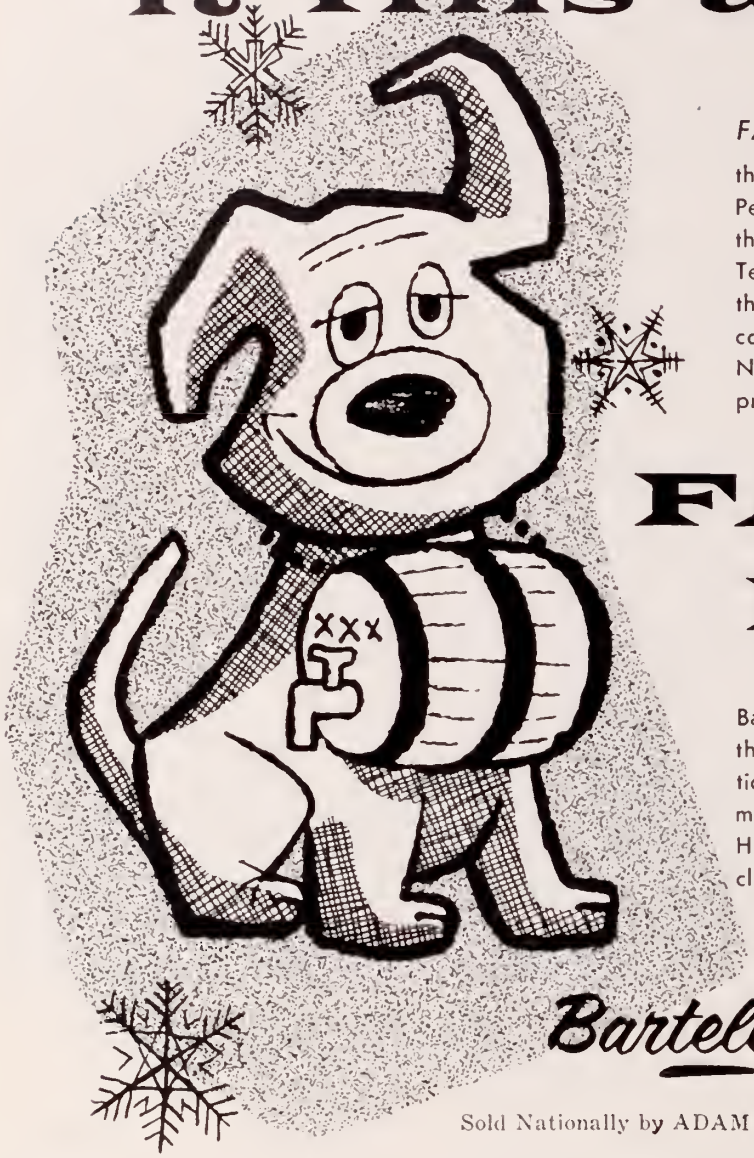
Ford Maintains Radio Activity

With the 1958 model year, Ford continues its stepped-up radio activity. In addition to its considerable network expenditures (see p. 26), local Ford dealers in 1957 spent an estimated 1.5 million dollars, which should be at least maintained in 1958.

Growth of Radio Seen In Membership Increase

Radio station participation in industry activity is pointed up in membership analysis by the National Association of Broadcasters. This also reflects the growth of radio. With NAB membership comprised of both radio and tv, am radio station membership has increased from 1,356 a year ago to 1,415 in 1958, while tv station membership has remained constant at 319.

it fills a need



FAMILY RADIO FILLS A NEED . . .

that's why it is accepted by so many so avidly. People are attracted to the companionable music, the titillating features.

Ten years of sifting and sampling has demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance. No audience fragmentation by special group programing.

FAMILY RADIO

Bartell Group family radio is a happy union of the best in broadcasting—creating audience participation and entertainment for buyers in six major markets.

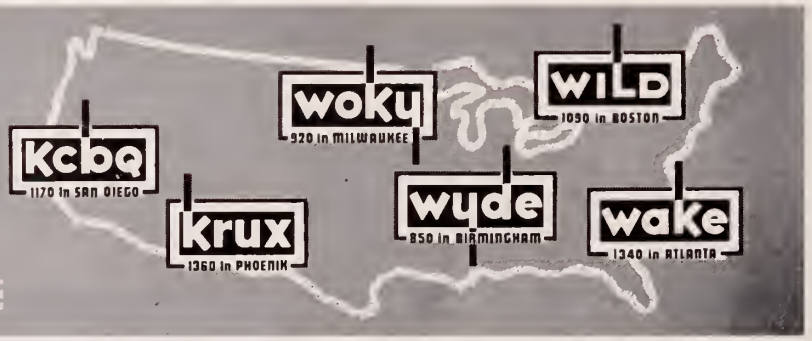
Highlighting the success of family radio is the clear rating dominance of Bartell Group Stations.

Bartell It...and Sell It!

Sold Nationally by ADAM YOUNG, Inc. for WOKY, The KATZ Agency

THE BARTELL GROUP

RADIO FOR FAMILY LIFE



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

washington

1958: An Even Bigger Year for Radio

All the curves are up. All the trends are good. That's the '58 outlook for radio in this month of conjecture, prediction, talk of boom and bust. It will be a year when certain broadcasting problems bearing directly on the public good will make action—legislative and otherwise—mandatory in Congress. For broadcasters, their representatives in Washington and members of Congress, it will be a year of inquiry and debate.

1958: A Heavy Year For Regulatory Agencies

A year of feverish activity is ahead at the FCC. Long hours preparing for and participating in Congressional hearings are a sure thing for the Commission staff which last year devoted some 900 man days to similar pursuits. Newest wrinkle in the already furrowed brow of the Commission (and of the Federal Trade Commission) is the full-dress inspection it must undergo in coming weeks from the House Legislative Oversight Subcommittee, chairmanned by Morgan Moulder (D-Mo.). This group has been busily gathering all material on regulatory agencies to determine if they are enacting their respective laws as Congress intends.

FTC to Watch Air Ads Closer

At the FTC, 1958 will be a year when closer attention will be paid to advertising carried on the air. Readying itself for a more concentrated monitoring program, the FTC radio-tv monitoring unit has recently installed new broadcast receiving equipment in its Washington headquarters. The acquisition will reverse the former FTC monitoring practice of depending for its information on tips from the public and from FTC personnel's own listening both here and in eight field offices.

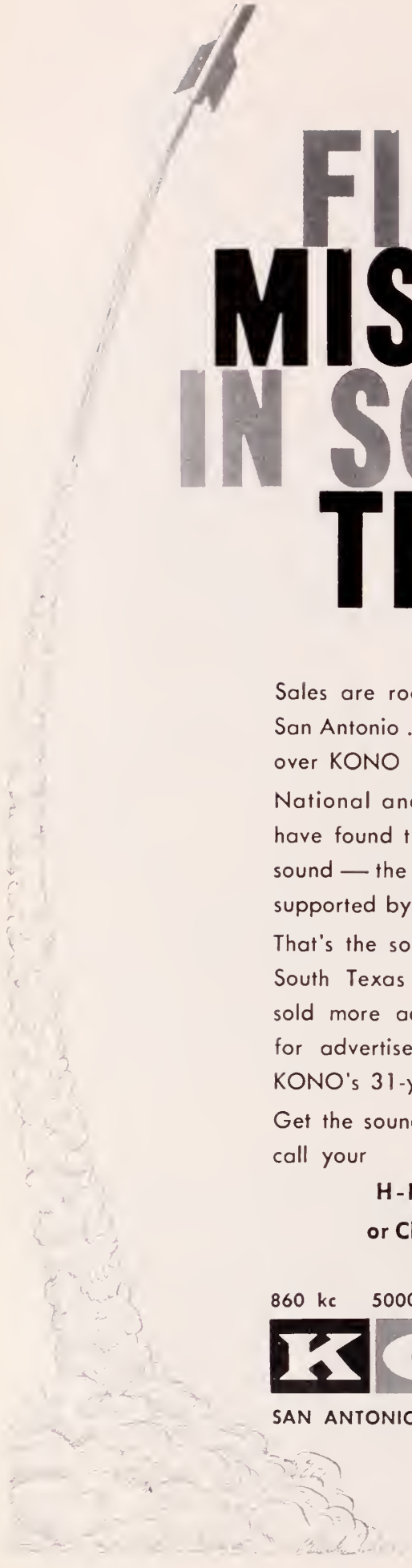
1958 On 'The Hill': Broadcast Problems Aplenty

Things are really humming on Capitol Hill where the Congress reconvened Jan. 7. This is the second session of the 85th Congress. It is also an election year. Legislation of major interest to radio broadcasters, which did not pass in the first session, runs the gamut from proposed FCC regulation of radio and tv networks to the ever current cries of temperence groups to ban advertising of alcoholic beverages in interstate commerce. In all, some 20 bills affecting the industry are in committee hands on the Senate side, and nearly three times that number are on committee agendas in the House. Among significant industry problems which will harrass Congress in the current session are:

- Daytime Broadcasters Association petition for a longer broadcast day which the Senate Small Business Committee feels has been too long ignored by the FCC.
- A proposed study of the use of the radio spectrum.
- The Community Broadcasters Association fight for power increases for Class 4 stations now operating at a maximum of 250 watts.
- A suggestion that fees be charged for licenses to operate broadcast properties.

1958 at NAB: The Name Is Changed

Underscoring the equal footing of radio and tv, NARTB this month again became NAB—National Association of Broadcasters. The industry welcomes the change. It is one which clearly reflects the internal structure of the association where a vice president for radio and one for tv function under the president. Radio membership in the association



NO FIZZLE MISSILE IN SOUTH TEXAS

Sales are rocketing to new heights in San Antonio . . . when the pitch is made over KONO Radio.

National and local advertisers alike have found there's nothing faster than sound — the sound of *their* message supported by KONO'S great D-J's.

That's the sound that's heard all over South Texas . . . the sound that has sold more advertisers (and customers for advertisers) than ever before in KONO's 31-year history.

Get the sound fact on San Antonio — call your

H-R Representative

or Clarke-Brown man

860 kc 5000 watts

KONO

SAN ANTONIO *Radio*

far outnumbers tv. Broadcasters overwhelmingly voted for the name change, with mail ballots showing 1,227 members in favor of the shorter version. Only 35 opposed it.

There's No Place But Up for Radio

At NAB, 1957 ended with a resounding announcement that it was radio's best year to date. Assuming the accuracy of the theory that what is past is prologue, there is understandable optimism here that 1958 will be brighter still. Substantiating this are the following year-end figures from the association:

- 48 million out of 49 million American homes have at least one radio.
- 77 million people listen to the radio during an average day.
- In 1957, 14 of the leading 15 pre-tv advertisers returned to network radio bringing the total sponsored hours a week on the four networks to 104 hours and 18 minutes, a 16 percent hike over 1956's 89 hours and 17 minutes.

EIA Shares the 'Up' Trend Sentiments

Radio's general vitality and good health shows up again at the Electronic Industries Association. In 1957 an estimated 15.3 million radios were manufactured — a gain of 9 percent over the 13.9 million output in 1956. The industry in the year just past sold 14.7 million radios compared with 13.3 million in 1956, according to EIA.

CONELRAD Role Is Expanded

A broadcast plan to be used only in the event of enemy attack is being put to other uses with an FCC decision to employ CONELRAD as a future means of alerting the public to approaching storms. It's now a must for all broadcast stations to participate in CONELRAD. In the future the U. S. Weather Bureau will control the emergency warnings. In making the CONELRAD announcement, the FCC emphasized that stations are allowed to participate in the storm warning system only during their authorized operating hours.

the *Silver Mike*

THIS MONTH:

KEVIN B. SWEENEY

President of
Radio Advertising Bureau

Leads the Way

In Promoting Radio

Radio's step-ladder climb in billings is no surprise to Kevin B. Sweeney, president of Radio Advertising Bureau Inc. This dynamic spokesman for the senior air medium is only amazed that volume isn't yet three times what it was in 1950. He knows that the potential is there and he knows, too, that this feat will be achieved—"or else we shouldn't be in business."

But Mr. Sweeney has one word of stern advice for those on the radio side who have an interest in the advancement of the medium. Radio forces must be competitive against *all* other media and not against themselves, the RAB head points out. He says the trouble is that "some people can't get their eyes over the trenches."

Aside from the fact that radio is continually creating new business, Mr. Sweeney sounds the battle cry by stating that "for radio to fulfill its real potential it must take away from the haves." His remarks are aimed at media—magazines, newspapers, television and the rest.

Mr. Sweeney has been chief executive at RAB since January 1954, after having joined the group in November 1951 as vice president in charge of sales and promotion. As guiding hand of the organization that has done the most to promote and stabilize radio through its most pressing days, Mr. Sweeney notes certain changes in RAB's approaches. In the first place, there is no longer the need to sell advertisers on the use of radio, as was the case from 1951 through 1954. It's now a matter of getting a larger share of the budget.

Mr. Sweeney's basic feeling about media selling is that it requires "a rational, logical approach to selling what you have."

Most of Mr. Sweeney's radio logic was acquired in one of the most fruitful cities the medium knows—Los Angeles. This was the place of his birth, on December 22, 1916; the scene of his education, having graduated from the University of Southern California, and the start of his radio career.

His first industry job was as a member of the sales promotion department of CBS in Hollywood shortly after college days. In 1942, he moved over to ABC as western division sales promotion manager and later was named assistant to the western division vice president. After two years of war-time service as a Naval aviation officer, Mr. Sweeney became general manager of HPL Programs, a group of local participating programs. In 1948, when CBS purchased the rights to HPL, Mr. Sweeney became general sales manager and later top operating executive of KFI-AM-TV Los Angeles.

Mr. Sweeney's activities are as widespread geographically as the medium he is promoting. Supported by 850 stations, four networks and 15 representatives, Mr. Sweeney travels about 70 percent of the time. • • •

RANKS 11th

IN THE NATION

in per family income
($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL & NATIONAL FAVORITE

WRBL

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

"KOBY, Naturally, Mr. Hooper!"
in San Francisco

Pulse Agrees - KOBY No. 1
Station 6 am to midnight!

When the facts are bared — Hooper, Pulse, and Nielsen agree KOBY is the dominant first in America's sixth largest market! For example, September-October Pulse shows a 16.2 overall average share . . . nearly 20% higher than the number-two station. Top this off with KOBY's audience Composition Percentage in San Francisco-Oakland of 81% adult listeners, average 6 am to midnight. No wonder KOBY turns over products . . . not audience!

KOBY 10,000 watts • full time
San Francisco is KOBYland!

SEE PETRY FOR KOBY San Francisco and **KOSI,** *Denver's No. 1 overall station 6 am to 6 pm*

MID-AMERICA BROADCASTING CO.

LETTERS TO THE EDITOR

Radio Guidebook Needed

Your new exclusive radio magazine is wonderful.

It seems a lot of radio people left radio for the glamour of tv, feeling radio was gone . . . dead.

Even the trade papers of radio went the same way and radio was left without a voice, and it was too bashful to speak up for itself. So radio suffered, not for lack of audience, but from gossip. Gossip by people who did not figure out the facts. It was not tv that hurt radio; it was radio's poor management of itself; it was radio failing to train its people to do the full radio job.

. . . Now under your sponsorship those of us remaining pioneers of radio should be called together to set down into a book or books a text of our years of experience as a guide to those now in and those to come into radio.

W. L. Gleeson
President
KICO, El Centro, Cal.

Spot Spending

Here at Silton's we have all read and noted with great interest your new publication, and wish you great success.

As you can well imagine, one of this agency's great needs is to be able to refer to up-to-date advertising expenditures of competitive client accounts and prospective client accounts.

P. I. B., for example, supplies us with magazine expenditures; the Television Bureau of Advertising with tv spot expenditures; but we have never been able to find good, recent listings of radio spot expenditures.

Selma L. Wolfson
Research Director
Silton Brothers Advertising, Boston

Promotion Succeeds

We have a success story to tell, too. This comes under our promotion department. The Clearfield Chamber of Commerce Retail Division on November 29 put on the annual Christmas kickoff. Santa came to town aboard a fire engine and 3,200 bags of goodies were distributed to the kiddies at the scene. Local stores held sales to get shopping rolling. To contribute its share of promotion WCPA rented all the parking meters in town, 512 of them, for the full day, 9 a.m. to 9 p.m. Friday morning station personnel placed red and white bags over all the meters. Each bag read: Free parking, courtesy of WCPA, wishing you happy holidays.

We feel the promotion was a success,

Today 3 radios are tuned to "Radio 99" (WIBG, Philadelphia)

for every 1

tuned to it just a year ago!

WIBG

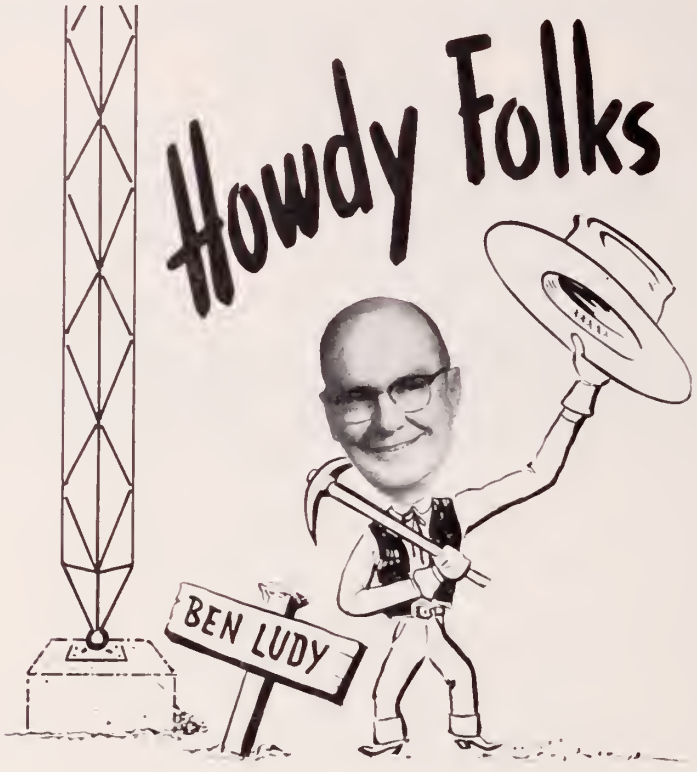
A STORER STATION
RADIO 99
99 ON YOUR DIAL

Hooper figures for October-December 1957 show "Radio 99" with a 16.3% share of audience for all rated periods throughout the entire week. This represents a 186% increase over the last report!

Under the dynamic leadership of Storer Broadcasting Company, WIBG has added new shows, new personalities, new ideas. The result: "Radio 99" is now among the *top three* stations in Philadelphia—a *must* to cover the fantastically growing Delaware Valley market.

Your best time to get the facts is right now.

Represented nationally by The Katz Agency, Inc.



I've Staked a Claim in Texas

To my friends over the country, I am mighty proud to announce our purchase of Radio Station KWFT, Wichita Falls, Texas.

I have wanted this station for twenty years. Its 5KW coverage is a phenomenon of the industry. KWFT has one of the choicest locations in the nation—probably *THE* choicest—with respect to ground conductivity. This, with 620 frequency, gives us a 1/2 MV radius averaging 250 miles . . . in the rich Southwest.

You'll be hearing more from me—plenty more! In the meantime, keep me in mind, won't you?

Ben Ludy

President and General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

KWFT Call Your H-R Man

620 kc -- Wichita Falls, Texas

LETTERS (contd.)

and thanks to U. S. RADIO where we got the idea.

George Mastrian
Program Director
WCPA, Clearfield, Pa.

Disc Jockey Convention

It occurred to me that perhaps we could get a listing in your "Important Dates" calendar card for the "First Annual Pop Music Disc Jockey Convention and Seminar" to be held at the Muehlebach Hotel in Kansas City, March 7-8-9. I know this would be a wonderful reminder.

Bill Stewart
Director of Programming
Storz Stations

[Editor's note: The calendar card appeared in our December issue and is now available on request.]

Pocket Salesman

With reference to your articles and letters on the use of tape recorders to sell advertisers, we too use this method when preparing a special program for a prospective sponsor.

However, each of our sales staff carries a pocket transistor radio to give live, hard sell direct from our station.

The timing of the sales call is planned to coincide with the broadcast of a program of interest to the prospect.

Good luck to U. S. RADIO.

Carl Y. Coriell
Sales Manager
WMCK, McKeesport, Pa.

Editorializing

I was quite interested in the story on editorializing in your November issue.

Since I have been advocating editorializing for more than 10 years and have been doing it myself, I have watched with interest as additional stations catch on to the opportunity for increased service.

There seems to be a great variety of interpretation as to what really is an editorial. I hold to the idea that an editorial is not something to be bombarded as a spot announcement at people, but rather is a specific type of program which should build its own audiences.

May I say I always ask broadcaster groups when the subject is raised to please not start editorializing unless they are willing to sacrifice time and effort and popularity. . . . I would assume that at least eight or ten hours a week are required to build a 15-minute editorial.

Robert Mason
President
WMRN, Marion, Ohio

No broadcaster needs to stand alone!

CAP* THE BALTIMORE FLU!

THE FACT: In becoming the first American city to pass a punitive and discriminatory tax on advertising media and their advertisers, Baltimore has started a highly contagious plague. The Baltimore City Council's new tax levy gnaws at media revenues, burdens advertisers and also works against the best interests of consumers.

THE THREAT: The Baltimore Flu can sweep into your town next week, next month, anytime. Local governments in your state and city, and everywhere else, are bleeding out loud right now for new sources of revenue.

THE REMEDY: Media owners everywhere should join right now with the Advertising Federation of America in combating this far-reaching menace. *CAP** can be the ounce of prevention! AFA can give you a tested formula for a dynamic Community Action Plan that can be unleashed immediately whenever and wherever similar tax legislation is proposed. With *CAP* no advertising media owner needs to stand alone and unprepared against ill-informed revenue-desperate political bodies. With *CAP* he will have a charted course and organization to oppose misdirected efforts to use his medium as a political football.

What is *CAP?

AFA'S "COMMUNITY ACTION PLAN" is a blueprint for rallying total support against discriminatory tax legislation hitting media and advertisers. It includes completely-detailed research reports on the legal and community relations aspects of this vital subject. It suggests courses of activities for fighting for the right of media and advertisers to remain free of punitive, discriminatory taxes. It is flexible and adaptable to local situations. *CAP* presents the best thinking of national experts on taxation and public relations. It is YOUR plan to help safeguard YOUR community against this perilous kind of taxation!

What is A. F. A.?

The Advertising Federation of America offers *CAP* as only one of its many services to the cause of advertising. AFA, the largest advertising organization in the world, embraces media, agencies, advertisers and graphic arts suppliers. Through its affiliated 120 local clubs, its 16 national vertical associations and its 1,000-plus company memberships, it is a solid front of more than 30,000 Americans engaged in various aspects of advertising. Everywhere AFA works for community and national economic progress. The Federation is best known as sponsor of Advertising Week, its essay contests among young Americans, for its recently established Washington "outpost" information center, for its work in education about and for advertising.

Join Now With AFA—Before the Baltimore Flu Hits Your Community!

C. JAMES PROUD, *President*
Advertising Federation of America
250 West 57th Street, New York 19, N.Y.

☐ Count our company among those who recognize AFA's post and future constant leadership and work for advertising. We want to be a Company Member. Please send us an enrollment form.

☐ I'll pull my oar. Add my name to AFA's "Outpost Committee for CAP." Let me have the details on the Baltimore situation.

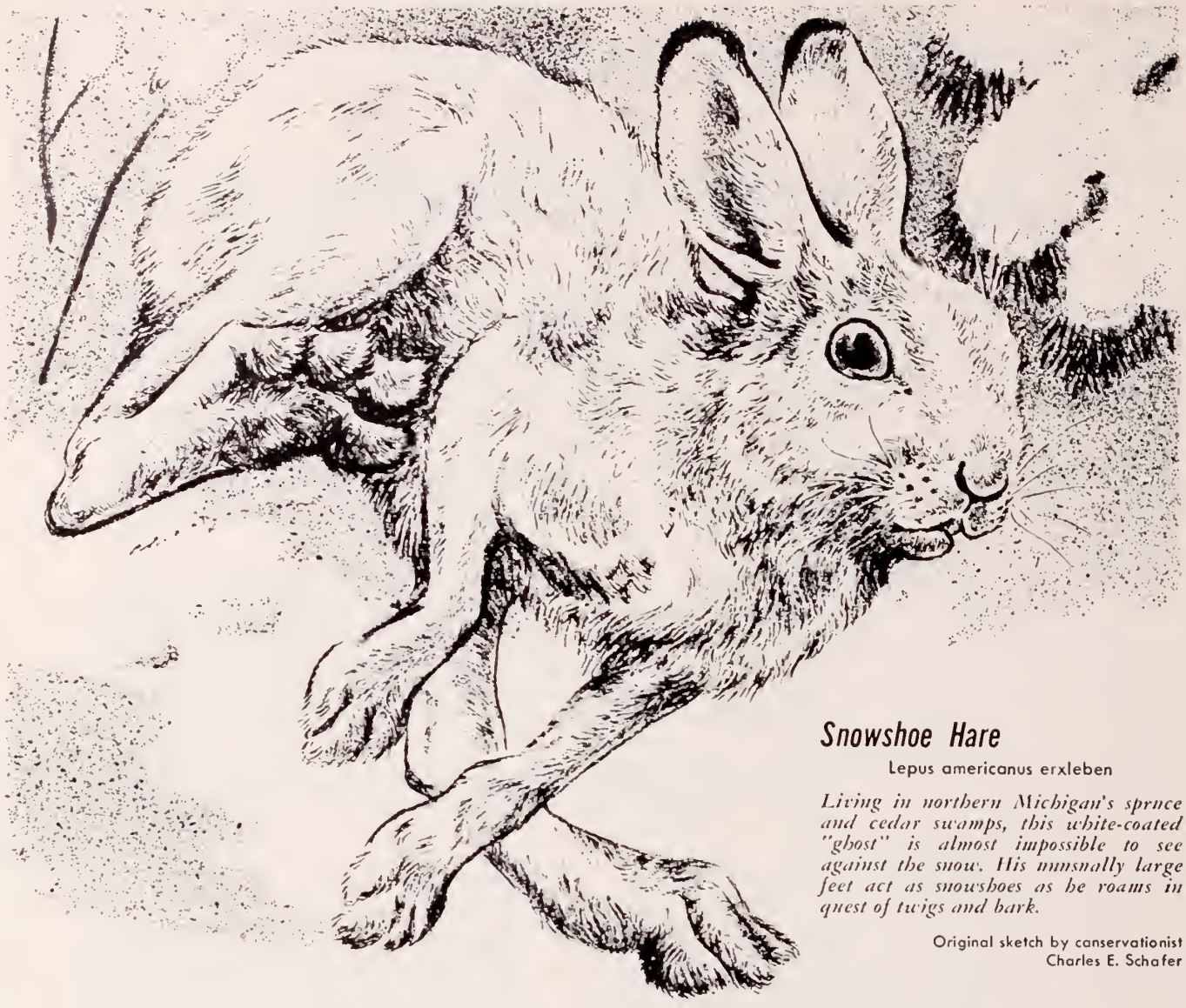
NAME_____

TITLE_____ COMPANY_____

CITY_____ STATE_____

Space contributed by U. S. Radio

Endorsed by Local and National Business and Advertising Leaders Everywhere!



Snowshoe Hare

Lepus americanus erxleben

Living in northern Michigan's spruce and cedar swamps, this white-coated "ghost" is almost impossible to see against the snow. His unusually large feet act as snowshoes as he roams in quest of twigs and bark.

Original sketch by conservationist Charles E. Schafer

Put your money where the people are

Why reach rabbits with your radio advertising? WWJ concentrates on *people*—with fresh, appealing entertainment like the "WWJ Melody Parade," with sprightly personalities like Hugh Roberts in the morning, Bob Maxwell from fabulous Northland shopping center, Jim Wood and Jim DeLand from spectacular Eastland. Use WWJ all day . . . *every* day.

Here's your real target

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

AM and FM

WWJ RADIO

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

U. S. RADIO • JANUARY 1958

$700,000,000

1958 RADIO BILLING

Part I

OUTLOOK '58
How Good Will It Be?

Advertisers and their agencies are turning to radio more than ever this year for widespread impact and media efficiency.

As advertisers and their agencies look ahead to a competitive year in 1958, their reliance on radio is heightening. According to a survey by U. S. RADIO, 52 percent of the advertisers who have used radio in the past will be increasing their expenditures in 1958.

Among agencies who use radio, the story is similar: use of the senior air medium by these firms will be sharply increased.

Radio spending in 1958 is expected to total about $700 million, which is almost nine percent above the 1957 mark of $643 million. Moreover, all segments of the industry will prosper from this growth. U. S. RADIO estimates that spot will increase from $200 million to $220 million; network, from $86 million to $95 million, and local, from $357 million to $385 million.

Judging from comments, these media spenders are relying on radio for chiefly two reasons: widespread impact and media efficiency.

The year ahead could be the most significant one in the history of radio. A growing number of advertisers, as never before, will be keeping a watch on ad expenditures with a sharpened pencil. And while they will be trying to save wherever possible, they also will make every effort to strengthen their advertising penetration.

For these reasons, many advertisers will be turning to radio. According to figures prepared by McCann-Erickson, overall advertising expen-

ditures in 1957 will have totaled $10.4 billion. Industry sources estimate that this figure will reach a new high in 1958.

In spite of this anticipated record spending, 1958 is certain to see an alteration in ad planning. And most important from radio's point of view is the fact that media strategy will be re-evaluated with an eye towards getting the most for the dollar spent.

Radio can easily be the benefactor of this thinking. A recent report in *Business Week*, referring to media adjustment, states:

Shift to Radio

"The biggest beneficiary of this attitude by all odds is spot radio. A large San Francisco food manufacturer says it is increasing its emphasis on radio as part of its market-by-market introduction of new products. Almost everywhere you turn, the use of radio — where you 'get a great deal for your money' — is the one major shift that pops up in media planning for 1958."

A secondary factor that will favorably influence radio spending this year is the anxiety by advertisers over the business outlook. Although radio men are the first to admit they want no part of "soft-market" money, the fact remains that as companies search for a way to maintain the level of their advertising — and at the same time cut high-cost items—radio should be in for additional use. (For further comment on the business outlook, see *Part II*, p. 22.)

Media Use

The separateness with which advertisers and agencies view radio is clearly pointed up in the U. S. RADIO survey. In fact, several surprises in overall media use are reported. One of these is the fact that among national radio users, the medium that is next in popularity is magazines, with 70 per cent of the companies reporting use of this national vehicle. Next most widely-used medium among national radio advertisers is newspapers, with 60 percent of the radio advertisers reporting use of this print vehicle. Next medium was television, used by 40 percent of the national radio spenders who replied to the survey.

As noted earlier, more than half the companies who used radio in the past will be increasing their expenditures in 1958. In many cases, the stepped-up radio use in 1958 over 1957 is quite substantial. Continental Baking Co., for example, reports it will increase radio use by 75 percent this year. All of it will go to spot, just as in 1957. For the coming year, this food manufacturer will use radio, tv and newspapers.

The Helbros Watch Co. will up its radio outlays by 20 percent over last year. Spot will be used chiefly. The company states, "Radio is a strong, yet inexpensive, buy with which to reach a large segment of a given market." This luxury-item manufacturer will use radio, tv and magazines this year.

In the home furnishings field, the makers of Gulistan carpets, A. & M. Karagheusian Inc., will up their radio expenditures by 100 percent for 1958. The money will be apportioned to both network and spot. In fact, the company comments on its network use: "*Monitor*, with local dealer cut-ins, a terrific local action medium!" For 1958, Gulistan will use radio, newspapers and magazines.

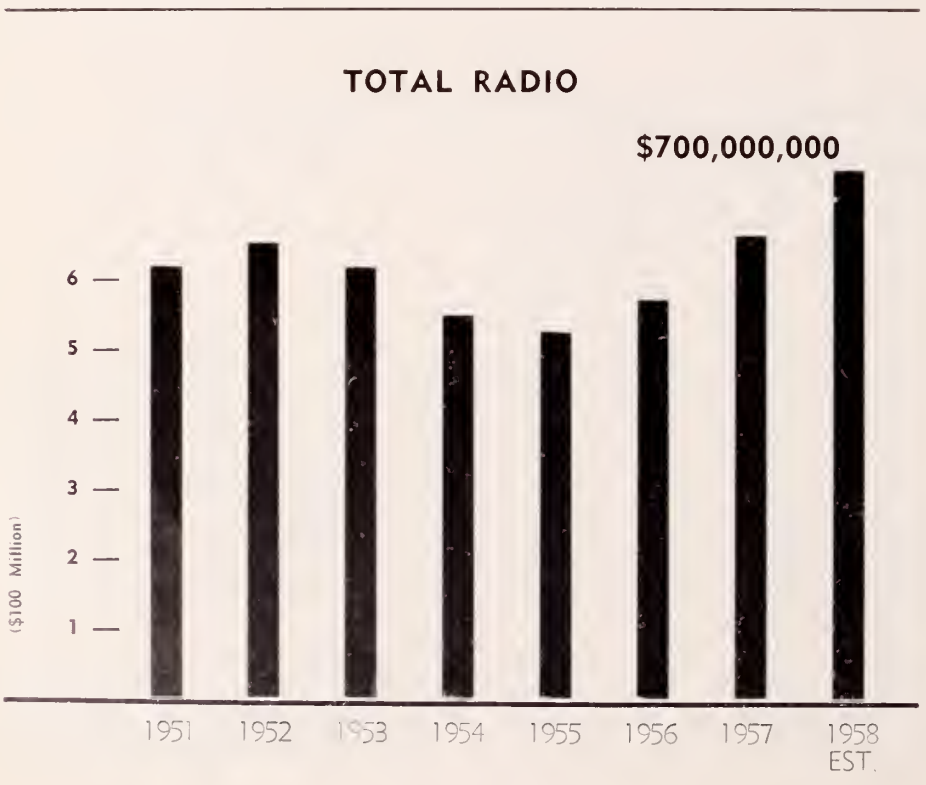
Grey Hikes Use

Among agencies, too, present plans call for a significant increase for radio in 1958. One of the larger agencies, Grey Advertising Agency Inc., reports it will use 25 percent more radio this year than last. The agency comments, "Radio is here to stay — and more so every year." Grey's expenditures for 1958 will be apportioned to spot (60 percent) and network (40 percent). In 1957, network and spot shared Grey's radio expenditures equally.

At Morey, Humm & Warwick, Inc., which handles the radio-heavy Sinclair Oil account, radio expenditures will be increased by five percent this year over last. All of this money will go to spot, as in 1957.

The use of radio by regional advertisers also is on the upswing. A Boston agency, Sutherland-Abbott Inc., states it will increase its radio expenditures in 1958 by 10 percent. As in 1957, spot will get it all. The agency says, "Spot radio will continue, this year, to be a primary buy for many of our clients."

The increased use of radio by agencies for 1958 is apparent. A



great part of this increase will come from expanded ad budgets, while the biggest segment will come from money that could have gone to other media. It seems axiomatic that the more competitive radio gets with other media — and the more basic it gets in ad planning — the bigger it will get.

Guild, Bascom & Bonfigli Inc., San Francisco, a heavy user of both air media, has been putting more and more into radio the past two years.

Radio Ratio

The agency states, "In 1955, GB&B's clients spent, at our recommendation, about one dollar for radio time to every $20 spent for time on tv; in 1956, the ratio changed sharply to one dollar spent in radio for every $7 in tv; up to now, the trend toward increased use of radio has continued, with the ratio for the first 10 months of 1957, one dollar to every four.

"This strong increase in use of radio has been due not to change of philosophy but of circumstances. In most cases, given sufficient funds for the kind of television program we want, our agency will recommend tv as the primary broadcast medium. But a number of factors have occasioned this definite swing toward radio, among them:

"1. Tv has priced itself out of some markets — at least for our clients.
"2. Suitable tv program spot times are unavailable.
"3. A budget will be too thin to buy the amount of television coverage we need nationally, or even regionally.
"4. More intensive and flexible coverage is needed than tv offers."

As a result of these factors, GB&B reports that it started to buy spot radio in late 1955 and early 1956 for national and regional accounts. The agency declares, "Results in both cases were excellent and we've successfully repeated this switch several times since. We're governed mainly by sales results in our selection of media."

There is little doubt that as advertisers and their agencies try to solve the dilemma of greater sales yielding a smaller profit because of high costs, radio will be turned to in growing numbers. • • •

Radio: Medium to Watch

There are several exciting developments in radio in 1958 that the agency and his client will be hearing about many times.

Among these are:

- The growth of transistor radios.
- Return of top stars to programming.
- Return of top stars to commercials.
- Greater measurement of radio's total impact, especially the out-of-home audience.

One of the springboards of radio's future growth will be the full realization of the medium as a companion. The application of transistors to small, really portable, receivers is the giant step in that direction. It is estimated that in 1957, more than 37 percent—or 1.3 million—of total radio set sales were transistors.

In 1956, transistor portables accounted for 18 percent—or 702,000 —of total radio set sales. A real boom is expected this year that will completely shadow the 1957 record.

Advertising Significance

The significance to advertisers, as well as to the radio industry, is apparent. It will make radio a truly inseparable companion to its listener. Many of the transistor's most functional applications haven't been tried yet commercially, although this time is fast approaching.

For one thing, the Dick Tracy-type radio wrist watch is virtually an existing fact. The Army Signal Corps is experimenting with it. It's only a matter of time—not long at best—when men and women will "wear" radio wherever they go. There are automobile transistor radios that can be used in the car and then taken out of the car for portable use. And at least one enterprising ladies' handbag manufacturer has built a transistor radio into his product.

The return of top stars to programming and the making of commercials is one notable development that started in late 1957 and will continue in 1958. As for programming, this has created new advertiser interest in the stature of radio. And certainly the use of top stars in making commercials has been one of the reasons radio listeners now report that they actually enjoy the commercials. Another reason for this latter development is that agencies are now turning out some of the most listenable commercials in the history of radio.

Radio Measurement

Another major development that will be watched closely in 1958 will be new radio measurement studies. As a mass medium, there is a pressing need for more adequate measurement of its impact. This will reach into total audience and audience composition. There also will be greater revelation as to dollar expenditures by advertisers on radio. RAB, for one, this April expects to list the top 25 network radio advertisers according to the largest expenditures. If this list proves workable, the bureau will expand the number of firms covered.

In line with measurement of radio in 1958, the out-of-home audience will come in for close attention. Nielsen is one of the major firms that is working on a car tune-in study. For the advertiser, the out-of-home audience has these dimensions: more than 35 million auto radios are presently in use, more than 12 million portable sets and another 10 million radios in public places. This makes a grand total of nearly 60 million radios available for out-of-home listening.

RAB's Sweeney sees record $700-million-year ahead; and these problems: the business climate plus the civil war within radio, which showed up strong in 1957.

Frank M. Headley, president of SRA Inc., sees spot running about 10 percent ahead of 1957 with a very strong second-half rally expected for 1958.

NAB's president Fellows points to radio's growth in technology and service for 1958. Cites transistors as furthering industry expansion by increasing sets in use.

Outlook '58—Part II

Industry leaders predict record increases for 1958. A new high of $700 million is forecast.

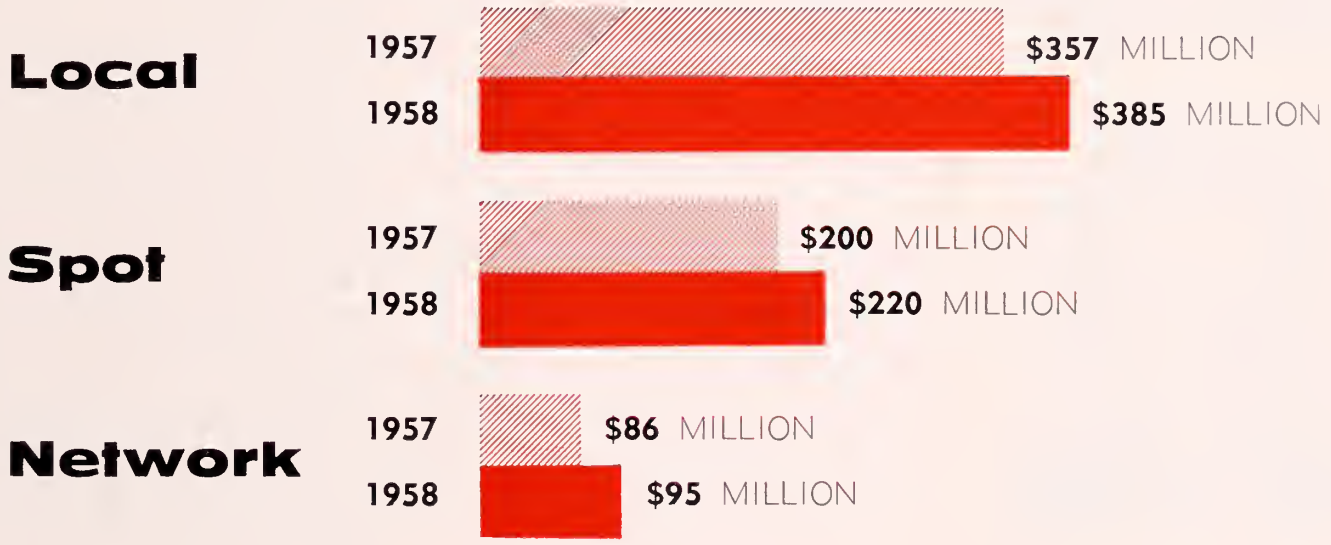
Radio in 1958 will set a new all-time record in billings. According to estimates by Radio Advertising Bureau, volume will reach about $700 million this coming year — about eight or nine percent above the record year of 1957.

What makes these projections even more significant is that every segment of the radio industry is expected to share in the increase. Spot and local will undoubtedly continue on their three-year upswing (see chart). And for the first time in several years, network radio will be able to put two growth years back-to-back.

As noted in Part I, revenue is expected to shape up like this: local, $385 million; spot, $220 million, and network, $95 million. Continuing the trend set in recent years, local will bill more than spot and network put together.

Achieving these goals, however, will be no easy task. Radio can look ahead to its share of problems, too.

U. S. Radio Estimates for '58



As Kevin B. Sweeney, president of RAB, sees it, there are two major hurdles to overcome in 1958.

In the first place, the general climate of business will have a material affect on all advertising volume. Mr. Sweeney states, "We in the advertising community know that when business is off, this is the time you should advertise. But the merchant doesn't know this."

Mr. Sweeney believes that every time a responsible business or governmental official talks about a "slow first-half" or a "soft year" it limits advertising expenditures. He estimates this loss at $25 million for each gloomy pronouncement—$1,000 for each of 25,000 advertisers who are likely to reduce their ad spending by that amount.

The second obstacle Mr. Sweeney sees ahead for 1958 is exclusively radio's. "One of the real trouble areas this year will be the civil war among radio broadcasters. There was more of it in 1957 than in 1956 and it should reach a head in the coming months," Mr. Sweeney notes.

This battle of attrition, as Mr. Sweeney views it, is joined on the local level as well as on the national scene. Locally, Mr. Sweeney points to the draining efforts of radio stations trying to knock each other off as they dig for a bigger chunk of the money that is being spent in the entire market for radio. He reasons, "Radio will fulfill its real potential only when these energies are devoted to competing against other media, and not against your own business."

Stations will be doing themselves a real service if they go out and try to win new advertisers for the medium, instead of battling among themselves for the existing expenditures, Mr. Sweeney asserts.

Nationally, this applies to networks and representatives. It also has meaning for group ownership and individual entities, for independent music-and-news stations as well as network stations, for large-coverage operations and smaller area stations.

It is significant that this intra-industry battle came to a head in 1957, a truly great year for radio from all aspects. No one can deny that it was the relative prosperity of the medium this past year that spawned a new competitiveness.

In setting a new revenue high in 1957, radio compiled a handsome record:

- Gross billings were about $643 million.
- This was almost 15 percent above 1956.
- Factory sales of radio sets totaled 14,332,641 for the first 49 weeks of 1957.
- This was more than 2 million above the 1956 output at that time.
- At year's end there were 3,180 commercial am stations on the air, as well as 537 commercial fm.

• A year ago there were 2,971 am's on the air.

With this growth behind them, radio men look forward to an even better year. Of the three segments of the industry, network is certain to show the biggest—and most needed—improvement. All four major networks have undergone considerable changes as they tool up for what should be their biggest year since 1951.

CBS and NBC are certain to maintain their dominance throughout 1958. Mutual and ABN have instituted vast alterations in their programming. In each case, aspirations are high, and 1958 should be the tell-all year. MBS claims it has been in the black since last September. It reports revenue of $8 million in 1957 and anticipates a gross of $11 million for this year.

ABN has turned up initial advertiser support for its new live music format. More than $1 million in new business has been signed. The network is in third place and its long-range goal is number one.

40 Percent Increase

NBC reports a 40 percent increase in business for 1957 over 1956, and anticipates that 1958 will be 40 percent better than this past year.

Having established at least two monthly revenue records last year, CBS looks ahead to 1958 with great anticipation. In the August-September month, the network signed a record $8.8 million in business. This broke the previous mark of $6.6 million, which was set the month before.

Overall, comments from industry leaders indicate the coming year will be a competitive but very prosperous one for radio. In addition to the remarks by Mr. Sweeney, here is what spokesmen at the national level are saying about 1958 (excerpts from special interviews with U.S. RADIO):

• Frank M. Headley, president of Station Representatives Assn., and president of H-R Representatives Inc., sees spot radio for the first six months running below last year's average, but the second-half rally is expected to bring about a 10 percent increase for spot in 1958 over 1957.

• Robert E. Eastman, president of the American Broadcasting Network, predicts that network radio will *net* about $80 million in 1958. This follows a *net* of $65 million for 1957. Mr. Eastman states that "radio is now experiencing the most rapid growth of any medium in the history of mass communications." He declares that "In 1958, American Radio will give the listening public the quality musical programming they like best, while the advertiser will achieve the widest possible circulation."

• Paul Roberts, president of Mutual Broadcasting System, foresees "the biggest year ahead in radio's long history. It has to be. More and more radio sets are being sold these days—more radios than tv. And if people are buying sets they must be listening to them. It only remains, therefore, for broadcasters to provide the kinds of listening services these set buyers want—and now demand." Since Mr. Roberts took over Mutual last year, the network has instituted two major changes in network practice. MBS has started a "station service" concept of affiliate compensation, whereby the station keeps revenues from specified network programs. Secondly, the network in 1958 will start using owned fm stations for transmission, in place of class C AT&T lines.

• Matthew J. Culligan, vice president in charge of NBC Radio, sees gross network revenue of $95 million for 1958. He looks forward to a great year for network in general and NBC specifically. Mr. Culligan notes that NBC signed enough business in the latter part of 1957 to meet its projected revenue for the first quarter of 1958. In the past year, the network was successful in switching a handful of programs to new time slots in meeting new listening habits. Mr. Culligan also notes that NBC added to its station ownership by adding an am-and-fm operation in Pittsburgh — WAMP and WFMP.

• Arthur Hull Hayes, president of CBS Radio, states that "only in network radio can an advertiser be assured of maximum concentration on his commercial messages, and distribution of those messages through a highly believable medium." He singles out the Ford *Road Shows* as "the year's most significant single advertising development which directed attention to network radio."

• Harold E. Fellows, president of the National Association of Broadcasters, sees 1958 as a year when radio's service will grow. "In part," he says, "this shall result from improvements in our technology." He also points out that since 1948 the number of radio stations in the U. S. has more than doubled, giving the public "greater choice in programs and permitting individual station management to find its special niche for serving the public."

The following are more detailed statements:

Mr. Headley states, "Although radio spot billings have been slow during the past few weeks, I expect a strong rally in the second half of 1958. The first six months will probably continue to run below last year's average, but the strong spurt in the latter half of the year will more than make up for the slow start. I confidently expect spot radio in 1958 to be up 10 percent over 1957. The outlook for the future is excellent."

Mr. Eastman declares, "Radio is now experiencing the most rapid growth of any medium in the history of mass communications.

"Last year 14 million Americans bought a new radio. Transistor sales have skyrocketed. Nine percent of the 1956 total transistor sales accounted for 37 percent of set sales in 1957. As one broadcaster recently put it: 'The smaller radios get . . . the bigger radio gets.'

"The line—'and the more mobile radio gets'—should also have been added. Radio is the only entertainment, information and advertising medium that can reach people in a wide variety of places.

"At American Radio we have been cognizant of these inherent advantages of the radio medium. What's more, we have re-designed our entire program structure to make our shows more listenable and more enjoyable, regardless of where people are or what people are doing."

Mr. Culligan looks to 1958 as a year when NBC Radio will be op-

erating in the black on a continuing basis by the second half. This past year has seen a turn to the black, too, with the network reporting monthly periods of profit. Mr. Culligan initiated changes in programming and has welcomed the return to NBC of former network radio blue-chip advertisers.

Mr. Culligan says, "Now that the framework of the NBC Radio network program schedule has been established in its permanent form—featuring fun and music during the morning, stories in the afternoon, *Nightline* in the evening, *Monitor* on the weekend and *News on the Hour* throughout the week—all our efforts will be directed at refining and improving these elements.

"The top 15 advertisers have returned to network radio. But in addition to these, scores of new clients are on hand—as never before."

Procter & Gamble was one of the blue-chips who returned to NBC Radio for 52 week participations, with 13-week options. Mr. Culligan comments on the significance for all radio:

"The P&G contract is not a sale—it is a buy, from one of the most deliberate advertisers in America. It marks the return to network radio on a major basis for the first time in almost two and a half years, and signifies the recognition of radio as a major national advertising medium."

Mr. Hayes comments, "Our course for 1958 is clearly stated. We intend to go on steering by the stars. Such stars, that is, as Arthur Godfrey, Bing Crosby, Jack Benny, Edward R. Murrow, Amos 'n' Andy, Art Linkletter, Rosemary Clooney, Galen Drake and the rest. We continue into 1958, entirely persuaded by growing audiences and satisfied advertisers, that our programming concepts are sound. Moreover, we are meeting the wide public acceptance of programs that elicit attentive listening.

"In 1958, we are more sure than ever before that solid programming and important personalities lend unique selling power to their sponsors, and that they also carry an im-

(Cont'd on p. 51)

CBS Radio chief Hayes believes the barometer for 1958, based on last year's achievements, is a promising one. Cites network radio's power.

NBC Radio's Culligan predicts network radio will gross $95 million in 1958. His own operation is expected to increase by 40 per cent.

ABN president Eastman believes net revenue of network radio will increase $15 million in 1958. Points to growth of transistor sales.

MBS chief Roberts sees biggest year ahead for radio. MBS revenue of $14 million is projected, compared to about $8 million in 1957.

Ford's Radio Budget

MILLIONS OF DOLLARS

There's

Edward R. Murrow

Rosemary Clooney and Bing Crosby

Arthur Godfrey

Ford, long a successful pioneer in the automotive industry, is now investing a reported $5.5 million to prove that pioneering in radio also pays off in increased car sales.

On Sept. 1 the first *Ford Road Show* was aired over the CBS network, the climax of 14 months of negotiation among the network, the Ford Division, and its agency, J. Walter Thompson. With this purchase, the company expects to reach 85 percent of the car-buying public each month.

The 52-week buy (with a 13-week option) marks what Ford, Thompson and CBS believe are three major milestones in the use of radio today:

- A new format for network radio —represented by the sale of short, five-minute programs to a national sponsor.
- The clearance of prime early morning and late afternoon station-option time across 201 stations for a national sponsor.
- The use of talent as salesmen in unusual quantity and quality.

According to John Bowers, car advertising manager, Ford Division: "Ford is always looking for new, ef-

John Bowers, car ad. mgr., Ford Div.

Dan Seymour, JWT v. p. of radio-tv.

Joe Stone, JWT v. p. copy, Ford acct.

Radio in Ford's Future

Ford reaches 85% car buying public;

spends $5.5 million for prime time, top talent.

fective ways to advertise. We decided that we wanted to do something new and different in radio to catch people in their cars driving to and from work. We also wanted to reach men and women at home. We did not feel that the whole future of radio is necessarily tied up with disc jockey and news shows; they are important, but radio can do other things.

"We felt that network radio makes possible programs that cannot be done locally — gives local stations talent they can't put on themselves.

"We believe we are doing something new and valuable in radio today. Network programming at peak times is something that hadn't been accomplished in the past five years," Mr. Bowers asserts.

"It took us at least five months to clear all the times we wanted across the network," declares Ruth Jones, Thompson's broadcast and station relations supervisor, "because the prime availabilities we were after were also the most popular times with local sponsors.

"Network radio is now more competitive with spot," Miss Jones points out. "They're selling in smaller time segments now. They've gotten away from the old concept before (and after) tv of selling in no less than 15-minute periods.

"The money spent on the Ford buy was approximately twice as much as the anticipated spot expenditure for the same time period," according to Miss Jones. (While the official gross figure for the network buy is $5.5 million, there is agreement in reliable quarters that the net sum comes closer to $3.8 million.)

"Ford had been a heavy user of network radio before television," Miss Jones explains, "but even after the glamor of tv had worn off, everyone was still buying radio the same way they bought it when tv was new . . . spots. We wanted a new way to use an old medium, and we think we've found it. The Ford division is doing no spot now, though of course we may do special promotions during the year as the need arises."

(U.S. RADIO estimates that in the 1957 model year the factory, exclusive of the dealers, spent approximately $3 million in spot radio. While there are no accurate figures available on dealer expenditures in local radio, informed sources estimate that the combined sum spent by the dealers in the 1957 model year was $1.5 million. They are expected to allot approximately the same sum for radio in the 1958 model year.)

While the Ford Division plans at this time to be in network radio exclusively this year, local radio is not being neglected. The Ford Dealers Advertising Fund invests heavily in dealer markets. The dealer association is composed of 34 groups of 200 dealers each. Every dealer earmarks so many dollars per car sold for advertising. Each group elects an advertising committee which determines where the money should be spent in their area.

Each dealer group is an independent client of J. Walter Thompson, who guides them in their choice and placement of advertising, and writes their copy. Thompson treats the dealers as separate clients from the Ford Division.

Although Ford had been using spot radio heavily since the rise of television, the company never had abandoned network radio. The last CBS network buy prior to the *Road Show* was in 1954-1955 when Ford spent over $800,000 for the Edward

R. Murrow evening newscast (Monday, Wednesday and Friday).

Previously, Ford had been a steady user of evening network radio, dating back to 1934 when the *Ford Sunday Evening Hour* began its eight-year tenure on CBS. The company has also been a heavy buyer on all networks in the past.

It is believed that Ford is the first and only of the automobile manufacturers to pour over 50% of its advertising budget into the broadcast media.

According to John Karol, CBS vice president in charge of network sales, "I began soliciting Ford and Thompson for CBS a year ago last June.

"The agency," Mr. Karol explains, "then did a six-volume study on radio in general, and decided that network radio would be their best buy.

"Ford was particularly interested in using top talent as personal salesmen," Mr. Karol points out. "We provided it."

Below is a run-down of the Ford buy:

- Bing Crosby-Rosemary Clooney (alternating)—five minutes between 7-7:30 a.m., Monday-Friday
- *World News Roundup* — 8-8:05 a.m., Monday-Friday
- Arthur Godfrey—5:05-5:30 p.m., Monday-Friday
- Edward R. Murrow—7:45-8 p.m., Monday-Friday
- Crosby-Clooney, six five-minute shows spaced throughout the weekend.

Mr. Karol believes that the Ford buy has been responsible for increased interest in network radio, and he says that "the motor people are now more active."

A Thompson spokesman says, however, that none of Ford's competitors "come close to our extensive use of network radio."

According to R. E. Buchanan, Thompson vice president in the radio-tv group, Ford is not only using a greater quantity of network radio than its competitors, but the company is also improving the quality of commercial copy for automobiles.

"We bought personalities who, we feel, are among the top personal salesmen in radio. We wanted stars who could integrate commercials into the show itself to take full advantage of their popularity for Ford. We wanted to entertain and to sell in a very short time, while people were in their cars."

Robert Ebeling, JWT production control supervisor on Ford radio, says, "We are tailoring our commercials to the personality. In the case of Crosby and Clooney, we adapt our copy to the type of patter used by Bing Crosby and Ken Carpenter for years, conversation already familiar for its entertainment value to our listeners."

To insure the Carpenter-Clooney-Crosby character of these commercials, Thompson hired Crosby's long-time writer, Carroll Carroll to check the style of every piece of copy broadcast. About half the Crosby-Clooney commercials are jingles.

John Karol, CBS Radio sales v. p.

By contrast, on the *World News Roundup* and the Edward R. Murrow newscast, George Bryan delivers commercials that are almost documentary in style. Since Mr. Murrow does not do commercials himself, Thompson is building up Mr. Bryan as a Ford personality in his own right.

Arthur Godfrey ad libs his commercials. The agency gives him a fact sheet for every show, and lets him know what they wish to be emphasized, and Mr. Godfrey takes it from there.

Successful though they may be, the 26 shows with their 36 commercials represent a complex creative problem for Joe Stone, Thompson vice president and a copy group head on the Ford account.

"The Crosby-Clooney commercials are recorded from the coast, so we have to have a production staff out there. Godfrey's are taped here in New York, unless he goes out of town in which case we have to follow him across the country. The Murrow and *World News* shows are done live in New York.

"On the five-minute Crosby, Clooney and *World News* programs," Mr. Stone explains, "we are allowed a single minute commercial; on the Murrow 15-minute show, we do two one-and-a-half-minute commercials, and on the Godfrey show he does two 2-minute commercials, usually. This is quite a varied schedule, especially since we do not repeat more than 50 percent of the material.

"When we were getting started in September, we had 13 writers on the job. Now it's down to Charles Gardner, copy supervisor, and four seasoned people, one to a show.

"We've already gone through several phases," Mr. Stone explains, "From Sept. 1 to Oct. 15 we were plugging the '57 model. Oct. 15 to Nov. 1 was an institutional buffer period. Nov. 1 to Nov. 7 was pre-announcement of the '58 models. From Nov. 7 to Dec. 1 we introduced the '58 models. From Dec. 1 to Dec. 30 we wrote strong introductions to special new features. After Jan. 1 we were in our normal year.

"But up until Jan. 1 our commercials had to be 90 percent new. *That* was a job.

"From now on in, we expect to repeat about half the time," Mr. Stone says. "We write about three months ahead, and the client sees the copy approximately six weeks before it's to be broadcast. This is when we don't get rush requests for changes.

"I would like to say right now that I don't go along with the people who believe that radio commercials should be done on the spur of the minute for the sake of immediacy. You cannot do excellent radio without weeks of planning. Expediency dictates quality, in my opinion. When you are in a hurry," Mr. Stone points out, "you accept a compromise because you don't have time to fight for what you know ought to be done."

In order to keep track of which commercials are to be aired when, Mr. Stone has devised a chart that insures no repeats on the same selling point on the same show across the week, nor on different shows down through a single day. "It's like a crossword puzzle," he says.

Ford's main selling points for '58, around which copy is built are:

- Value
- Proved and approved around the world
- Nothing newer in the world
- New interceptor V-8
- Brand new styling
- Ford-Aire suspension
- Only car to cut price in '58
- Lowest price of the low-priced three
- Cruise-O-Matic Drive

Mr. Stone likes the Ford network buy because "in network radio you can determine the material that surrounds your commercial, not to mention the time the commercial is aired."

Mr. Stone feels that the *Road Show* reaches the adult audience that buy Fords. He also emphasizes that the buy permits the agency to control the material coming before and after the commercial—material chosen to contrast with the sales message to make it stand out.

Since the Ford buy is only in its fifth month, no plans have been made for Ford's future in network radio. According to Ford's Mr. Bowers, however, "We are very pleased so far, and the dealer response has been favorable." • • •

Ford Commercial Wins Radio Award

Ford wins award for producing one of eight best radio commercials of 1957. Richard Cruise, (left) national account executive, Radio Advertising Bureau, presents plaque to John Bowers, car advertising manager, Ford Division. Watching is Edward Rogers, Ford Division advertising coordinator. This is the third RAB-sponsored award won by Ford. The selection was made by a panel of 150 advertiser, agency and radio executives.

Hot Ralston's Radio

Sales up 33 percent over previous year

as agency leads Ralston back to radio.

With its *Songs of the Hot Ralston Road,* Ralston cereal is chugging its way back into a medium which it almost abandoned in the early 1950's.

With an estimated radio budget of $400,000—a 20% increase over last year—Ralston has found that "radio is indispensable for giving us quick action and flexibility in the ad market," according to W. P. Hays, advertising and promotion manager of the Ralston Purina Co.'s Ralston Division.

Ralston has had phenomenal sales success since signing on about three years ago with Guild, Bascom & Bonfigli—a San Francisco agency that has specialized in food merchandising, and has substantially increased the radio billings of its clients.

W. P. Hays, advertising and promotion manager of the Ralston Div.

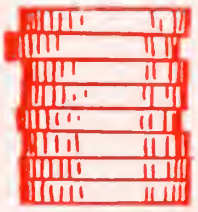
Ernest J. Hodges, vice president, Guild, Bascom & Bonfigli Inc., S. F.

Road

RALSTON'S RADIO BUDGET

$400,000

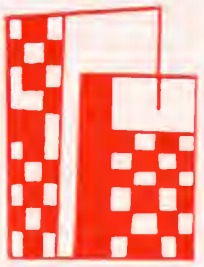
UP 20%



RALSTON'S CEREAL SALES

UP 33%

OCT. '56 TO OCT. '57



At the agency level, radio use has been on the upswing. At GB&B, as noted by Rod MacDonald, vice president and director of the media department, "We are relying heavily on radio today for most of our clients. This year's radio billings are 110 percent greater than last year's—and represent a 100 percent increase in share of the agency's billings.

"No statement could be more eloquent than these percentages in demonstrating the confidence we have in the job radio can do today."

Ralston cereal sales—hot and cold brands—have increased 33 percent over the 12-month period ending October 1957. During that period, the average increase for the whole cereal industry was five percent.

The current Hot Ralston campaign, which began September 15 and will end next month, involves 135 CBS stations on a network basis. Spot radio is being used for the cold cereals: Rice Chex, Wheat Chex—and for Ry-Krisp.

Ralston is using radio in three ways:

1—Planned network purchases—22 programs rotating during each month.

2—Spot radio—going into individual markets for four to six weeks.

3—Special coverage of areas of the country not adequately covered by other media.

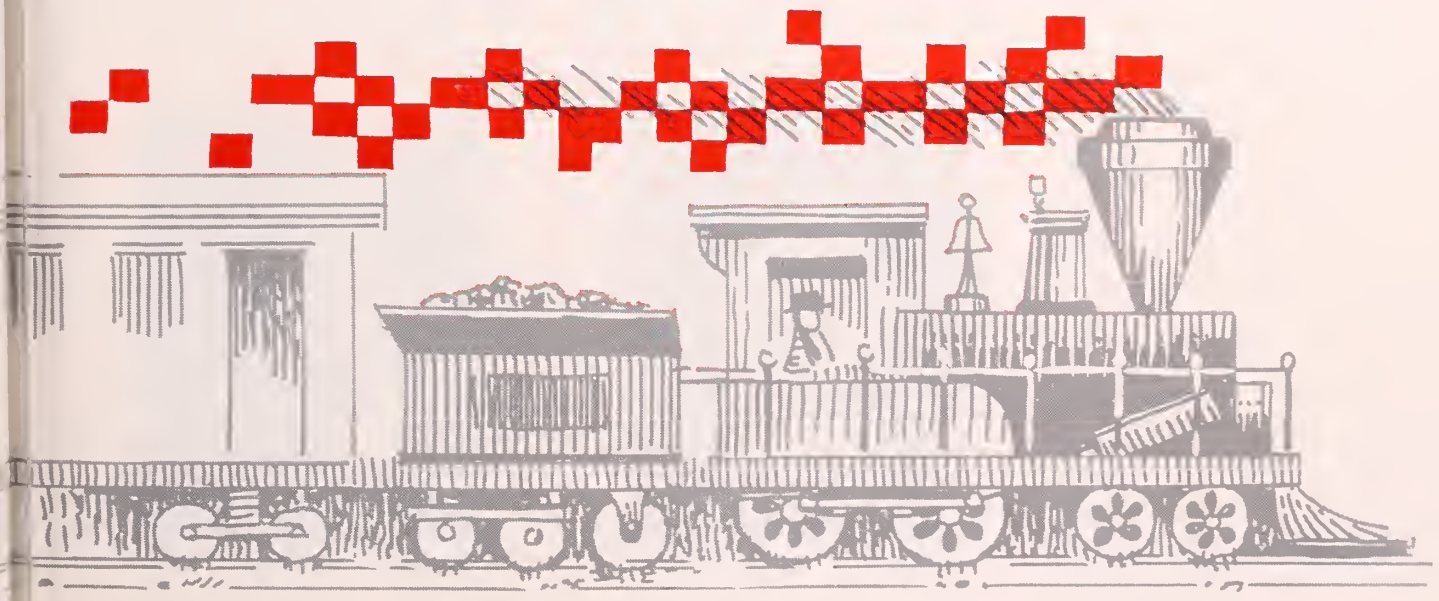
These approaches have provided what has proven to be a reliable working formula for Ralston. "Radio is ideal for our cereal," comments Ernest J. Hodges. The vice president and Ralston Purina account supervisor at GB&B reveals that "used on a test basis, radio proved to us that it reaches the consumer with the greatest frequency and flexibility.

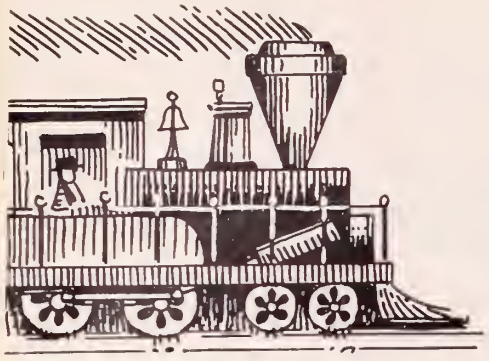
"We spend as much time, attention and nearly as much money on our radio as our tv commercials. We like longer spots, and on radio you can repeat them and still be novel and enjoyable.

"Sales are again increasing," says Mr. Hodges. "But we won't know the results of the network campaign until February."

"When we started to advertise our cereals on radio back about 1933," Ralston's Hays points out, "we directed our messages to the kids.

"But today, it's the mothers we aim at—and radio, better than any other medium—gets to the mothers."





With this in mind, the company and its agency have established a copy platform aimed at mother. To the tune of *The Rock Island Line*, the Ralston folk singer asks:

You want your kids real strong?
You want your kids real strong?
Well,then, let's take a little ride on the good old Hot Ralston Road.
Oh, the Hot Ralston Road, it's a mighty good road.
Oh, the Hot Ralston Road for the kids to ride.
Oh, the Hot Ralston Road, it's a whole-wheat treat.
It's nutrition, all nutrition, get your package at your grocer for the Hot Ralston Road.

Radio History

Ralston has had quite an extensive history in radio use. The Tom Mix (*Ralston Straight-Shooters*) program, aimed at hero-worshiping children, started in 1933 and remained on the air until two years after the cowboy star's death.

"Then we switched to the *Space Patrol*," Mr. Hays recalls, "a modern version of the children's adventure show. We were in network radio continuously from 1932-1950. Then we were out for a while.

"We recently made a big network purchase because of the resurgence of daytime listening by housewives. We are sure that we reach 17½-million women through our various network soap operas."

Reaching a vast national audience with its radio exposure, Ralston has adopted an anthology of songs with a folksy flavor. The Ralston folk songs, all written to familiar American folk melodies, stress to the mother the nutritional values of the cereal. They give her a picture of her child as not only healthy and strong, but pleased with the flavor of the breakfast food. An example is this song to the tune of *This Train*:

This train is loaded with power, this train.
This train got Ralston power, this train.
This train is loaded with power,
The whole-wheat cereal the kids devour.
This train is loaded with power, this train.
Ralston is energy packin'—
Steamin' hot and so lip smackin'—
Ralston is energy packin'—
Ralston!

At the agency level where these songs were created, radio is a workhorse medium. According to GB&B's Hodges, "Radio is a wonderfully broad vehicle for reminder use. It is ideal for an item of frequent purchase; it is ideal, then, for cereals."

But radio is by no means considered merely a medium for reminder use at GB&B. According to Peg Harris, GB&B's media director, "We are using radio not just to supplement other media, but for basic market coverage.

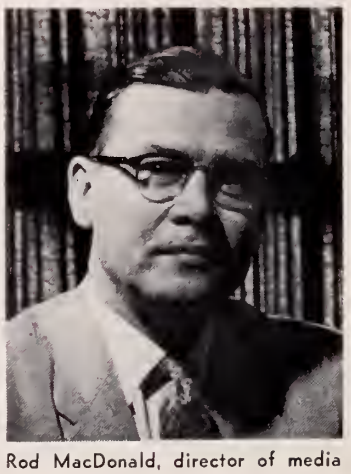
Audiences, Impact

"Sizable audiences, an increasing degree of selectivity and the impact of repeating a powerful message are a few of the characteristics of radio which compel consideration."

And that's why Ralston is seeing to it that its sizeable audiences can humm:

Get some Instant Ralston, mother.
Get that whole-wheat health today.
Serve them Instant Ralston, mother.
Get some Ralston right away! • • •

Peg Harris, media director of the Guild, Bascom & Bonfigli agency.



Rod MacDonald, director of media department at the GB&B agency.

Radio Should Learn How Valuable It Really Is

Grey's media vice president counsels radio to bolster itself for the future.

Dr. E. L. Deckinger, vice president, Grey Advertising.

So everything is *fine* with radio. Or is it?

When an industry finds itself healthy, that is the time to take a good, hard look around, and see what can be improved. Because *that* is the time the industry can afford to invest in itself — when it is prosperous, has the money and time to examine carefully what it is doing right, what it is doing wrong — to forestall that inevitable day when things get a little bleaker.

But then, of course, radio men know this well. They remember the bleak, black days of 1948 and 1949 and 1950, when television was bursting across the nation on its white charger, and radio was retiring in its path. And radio, ill-prepared for that sudden turn of events, could only answer by cutting rates, reducing the price of a commodity that should have been higher priced at its peak, because, even at the lower-than-current audience levels, it was *still* a good buy.

There are those who have been alert and have been studying their business. You may or may not second exactly what they are doing. Maybe you have some better ideas. But — if so, why aren't you *doing* them?

Examples of alert fellows in the radio broadcasting fraternity are:

1. The Henry I. Christal stations, who have been employing Alfred Politz' wizzardry, yardsticking radio in the vicinity of their stations.
2. Restless Kevin Sweeney and his wide-awake RAB fellows—who never stop wanting to know.
3. The stations that have used Pulse intermedia studies.

We say they are "alert" because they are endeavoring to learn something that will help make radio's future more secure. More power to them!

Hooper, Nielsen and Pulse (bless their slide-ruled hearts) all endeavor, at least, to give us some measurement of radio's size, so we can have some basis for analysis, projection and understanding. Unhappily, as all these measure-men will be quick to agree, we are quite a bit removed from a perfect radio measurement today.

NCS is planning a new tv coverage study in 1959. Is *radio* going to be included? No, it is not. Why? Because Nielsen is in business for a profit (as he should be) and too few would buy the radio reports.

Let's ask a few questions about radio.

1. When was the last time you measured — or talked about measuring — the "recall" (and related factors) from a specific radio commercial — as opposed to the last time you did that for tv?
2. Where are the Videotowns and the Hofstra studies for radio?
3. Where are the qualitative radio *program* analyses, once so popular?
4. Where are the radio-vs-other-media studies of yesteryear?
5. When was the last great new programming idea tried out? Or is radio destined to be a world of music and news now and forever?

Where are all these studies?

There are a variety of reasons why we see none, no more, nohow.

1. Because radio — possibly as much to the surprise of its leaders as to anyone else — has emerged from its "darkest hour" mike-deep in greenbacks. So the theory would go, who needs it?
2. During its "dark hour," in the struggle just to survive, radio quite naturally trimmed all costs as far as they could be cut.
3. In fact, in its darkest hour, radio became afraid of research. When radio saw five ratings when once there were 25, radio became afraid that buyers would be so numbed by the enormity of the decline that they would fail to realize that it was still a great buy at the lower levels — it had simply been incredibly undervalued at its peak.

So where are we today in radio research?

1. We've made absolutely no progress in the past eight years.
2. Yet, the medium prospers — without much in the way of new research facts about radio.

Should radio fear? Has radio now weathered the worst storm that could possibly be conjured up for it by the most nefarious of schemers?

Let's try some "perhapses."

Perhaps 1. Perhaps portable and small-set tv will mushroom, and will ubiquitize the presently ubiquitous radio set.

Perhaps 2. Perhaps tv will find a way to simulcast much of its telecasting during radio's best hours — so they can capture, perhaps without notable extra cost to the advertiser, the bigger part of what is today's radio audience at any one time.

Perhaps 3. Perhaps people will simply tire of music and news as a format. Will radio have an alternative?

Perhaps 4. Perhaps costs in other media will be reduced to such an extent that radio will lose its greatest competitive advantage — low cost.

Will radio be ready?

Actually, this is *not* a prophesy of doom. The writer really doesn't think any of these things actually will happen. But the point is, something might!

Our plea is this: If radio should one day succumb to some force stronger than it, never let it be said "what fools these radio people were. They could have foreseen that, they could have overcome it!" • • •

One of a series in an analysis
Of network programming and sales

ABN Pins Future On Live Sound

Intensive sales campaign aimed at agencies, advertisers and stations is based on new network concept.

Robert E. Eastman, president of ABN.

The future of American Broadcasting Network is forged in a new mould of live music, live personalities and live product selling. Its departure from what has become accepted network fare is in many ways a pioneering effort. And like anything new, ABN is fighting the battle of acceptance.

This initial struggle is being bridged by favorable response from agencies and stations. In the few months since the start of its new programming, there has been advertising support. ABN has signed more than $4 million in business.

This revenue, however, is but one step towards the amortization of an estimated $10-million investment in new programming. At present about 15 percent of this fare is sponsored.

According to Tom Harrison, vice president in charge of sales, "the breakthrough by advertisers is expected to occur by the start of the second quarter. Agencies and their clients like our presentation and like what we're doing. Many deals are pending and are close to being signed. The main problem confronting us is that what we're doing is new—and as a result some clients are a little hesitant and have adopted a wait-and-see attitude. But we are convinced that this will be overcome in a very short time."

Behind ABN's new sound is a programming concept that is stated simply: "to cater to the popular tastes in meeting the demands of today's radio."

Steve Labunski, vice president in charge of programming, explains, "What listeners want most today, by two to one, is music. And American will give them music — with fresh personalities.

"As a network," Mr. Labunski continues, "we are trying to do something that will have real values for the station, not just prestige alone." Among these real values are music

Jim Backus in the afternoon with Grove, Haskell, Sharbutt.

Merv Griffin in the evening from 7:15-8:55.

Herb Oscar Anderson Show in the morning.

that will be listened to and the type of programming that a station can't do.

Initially, ABN has scheduled 27 hours of new programming a week. Most of this is the new live music-live personality shows. *Breakfast Club,* hosted by Don McNeill, also is being incorporated in the new format. The remainder of the revised schedule are five-minute news shows before the hour, plus the 10-minute evening show by John Daly as well as other commentary.

ABN's new sound for the broadcasting day is actually divided into three two-hour segments. The morning segment kicks off with the perennial favorite, *Breakfast Club* (9 to 10 a.m.), and is followed by the *Herb Oscar Anderson Show* (10-10:55 a.m.), which features singers Carol Bennett and Don Rondo, a 20-piece orchestra and the Satisfiers. The afternoon portion begins with *The Jim Reeves Show* (1-2 p.m.) originating from WSM Nashville. It features popular recording artist Jim Reeves, the Anita Kerr Singers, Owen Bradley's 16-piece orchestra and guest stars. Following this is *The Jim Backus Show* (2-2:55 p.m.), starring Betty Ann Grove, Jack Haskell, the Honey Dreamers, Del Sharbutt and bandleader Elliot Lawrence and the orchestra.

Evening Programming

The evening segment includes *The Merv Griffin Show* (7:15-8:55 p.m.), starring Darla Hood, the Spellbinders, the musical team of Lyn Duddy and Jerry Bresler, Betty Holt and Julann Wright.

Interspersed throughout the day are news shows. This activity reaches its climax with a 10-minute program (6:30-6:40 p.m.) by John Daly, who is vice president in charge of news for the radio network's parent company, American Broadcasting-Paramount Theatres, Inc. Mr. Daly's nightly show is sponsored by Chevrolet. His program has added significance in that it marks Mr. Daly's return to regular radio activity after many a year.

News is the second most-precious commodity at ABN. The network runs approximately 118 such shows a week—about 90 on weekdays and another 28 on Saturday and Sunday.

Since the start of the new shows, two have been dropped—the Bill Kemp and the Johnny Pearson shows. Mr. Pearson reportedly is being switched to a week-day record stint. ABN has tentative plans to return him to Saturday mornings.

The one area of the program week that American has left relatively untouched is the weekend.

Network executives frankly admit that serious thought is being given to the overhauling of the "old" week-end schedule. At present such discussions are limited to the conference room due to the fact that present energies and funds are being

directed at the week-day line-up.

The man responsible for these sweeping changes at ABN is its president, Robert E. Eastman, who took over the reigns last May. Since then no major business enterprise could have changed more. To begin with, ABC Radio became ABN and was set up for the first time as a completely autonomous subsidiary of AB-PT.

The most significant changes, of course, that Mr. Eastman brought about were in programming and the creation of a new executive team. This complete alteration is costing a great deal of money, but Mr. Eastman reveals that this was taken into consideration from the very start.

He notes that one of the questions he asked himself before any changes were made was this: "Would the investment of millions of dollars to rebuild a radio network be worthwhile and hold the promise of some future reasonable return?"

After dwelling on this matter and others, Mr. Eastman declares, "Out of my thoughts came a concept of network broadcasting which we believe represents all of the good elements of showmanship in radio and holds promise for a new era of creative salesmanship."

After the new programming was set in order and had its launching in October, an intensive sales campaign was launched to carry the ABN story to advertisers and agencies. In a four-week period, from October 15 to November 15, a total of five presentations were given each day. Ray Eichmann, director of sales development and research and the motorman for this sales crusade, estimates that more than 100 different agencies had heard and seen the ABN story during this time.

The American presentation has three main parts and its structure is really a clue to the faith these executives have in what they're selling. In the first place, the sales story emphasizes the need for advertising that has impact and is continuous. Secondly, ABN tries to sell radio itself as a strong sales medium. And finally the qualities of American are revealed.

This concentrated sales effort has shown some results. ABN has signed about 16 new advertisers. Many of the companies are blue chips. The sponsors are Lever Bros., Toni, Philco, American Cyanamid, Olson Rug, Hudson Vitamin Products, Knox Gelatin, Fizrin, Heinz, Nescafe, Plough, 20th Century-Fox, C. H. Musselman Co., Dodge Div., Florida Realty Bureau and Gillette Labs.

Initially, most of the network's prospects will come from advertisers who are already using the medium. It is estimated that ABN has on its roster about 10 percent of the 300 companies who are presently using network radio.

But the future and potential of the American operation lies in the creation of new advertisers for ABN and network radio in general.

What makes the new ABN different from past networking practices can be seen in the programs that were scrapped. The first thing that was done was the dropping of the soap operas, long the staple item of network fare. Mr. Eastman and his executive team contend that the soaps are gradually losing their audience. But these aren't the only shows that were laid to rest. A total of seven programs were replaced: *My True Story*, *When a Girl Marries*, *Whispering Streets*, *Man About Music*, *Mystery Time*, *Louis Sobol Show* and the *American Music Hall*.

Two of these shows, in particular, point up what ABN is doing. *Man About Music* was a record show, therefore lacking the live music touch. And *American Music Hall* had live music but it lacked the live entertainer-salesman approach.

There is at least one other facet of the ABN operation that marks its departure from what has been done before. The network's "new look" is actually an outgrowth of the successful things local stations are doing. In the past, it was always the stations that took the cue from the networks.

Programming vice president Labunski states: "Let's face it, the real radio success stories of the past five years have been the local station operations."

ABN in reality is adopting some of the qualities that stations have championed. Chief among these are the personality shows. The idea behind this approach is the belief that listeners today tune to their favorite stations as opposed to dial-switching to find their favorite programs. "Radio is now a companion, not a living-room medium," Mr. Labunski declares.

As a consequence, ABN admittedly has tried to present programs of a similar character. An identifiable and distinct sound is what the network is trying to achieve. Affiliates are urged to shape their program-

ABN Leadership

One of the pertinent features of ABN is the recruiting of its executive team. Three out of four of its top echelon come from the strong backbone of radio—the station side.

Robert E. Eastman, president, was formerly executive vice president of a radio station representative, John Blair & Co. Having joined this company in 1943, Mr. Eastman was for many years one of the leading executives in the spot field. He was born April 29, 1913, in Battle Creek, Mich., the son of the advertising manager of the Kellogg Co. After graduation from Ohio Wesleyan in 1937, Mr. Eastman spent his early radio days with network-owned stations in New York and with NBC Spot Sales.

Thomas C. Harrison, vice president in charge of sales, had been head of the St. Louis office of John Blair since January 1955. Before

from the Grassroots

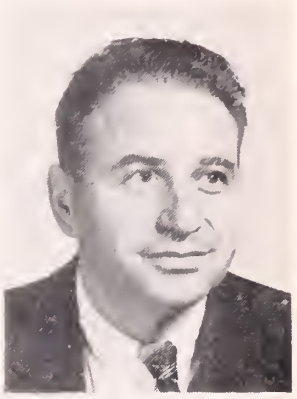
that, Mr. Harrison from April 1952 was national sales manager of WSM Nashville. A native of DesArc, Mo., the ABN sales vice president graduated from the U. of Florida in 1942. One of his first jobs in radio was in February 1951 with Brown Radio Productions, Nashville, where he was sales manager of transcribed shows.

Stephen B. Labunski, vice president in charge of programming, came to New York from WDGY Minneapolis, where he was vice president and general manager. He had been with the station since January 1956. Before joining WDGY, Mr. Labunski was an account executive at WHB Kansas City from July 1954. He also served as an account executive with KCMO Kansas City and as commercial manager of KUDL Kansas City.

Edward J. DeGray, vice president in charge of stations, is the only member of the top echelon whose experience was primarily gained from networks. Mr. DeGray was named national director of station relations for the network in October 1955 and was elected a vice president in February 1957. Before that most of his business experience was with CBS, from 1937 to 1955.

Thomas C. Harrison

Stephen B. Labunski



Edward J. DeGray

At least two other "new" members of the ABN team are from the station side. Ray Eichmann, director of sales development and research, formerly held a similar post with John Blair. And Irv Lichtenstein, director of promotion and exploitation, was formerly vice president of WWDC-AM-FM Washington.

ming and sound to harmonize with the network's. To implement this, ABN has acquired the services of the top musical production team of Austen Croom-Johnson and Eric Siday. Their primary job is to create a "distinctive musical identity" for the network and its owned stations. They not only assist in the presentation of live music programming, but also aid in audience promotion and network identification.

The services of these musical consultants are also available to ABN affiliates.

An example of the way ABN stations are blending their programming with that of the network's can be seen at KING Seattle. The station built a one-hour and five-minute news show around the new John Daly evening program. It is called KING's *Full Report* and runs from 6-7:05 p.m. Featured are local news, the sports page, fishing highlights, weather, Mr. Daly and other network news shows.

As a group, ABN affiliates have turned up substantial support for the network's new look. The number of affiliates are down slightly, from 330 a year ago to about 305 today. At the same time, ABN has added from 25 to 30 new stations. And not one affiliate has dropped out since the start of the new programming in October. There is virtually complete coverage in the top 100 markets, with the possible exception of Salt Lake City.

The problem of station clearance is still a knotty one, but is expected to be solved with the signing of additional advertisers.

The ultimate goal of ABN is first place—as opposed to its present third-place spot. In its drive to achieve that mark, the network is carrying a vastly increased overhead, estimated at more than 50 percent over what it was before the programming changes took place. In fact, its weekly costs are estimated to be running about double that of the first-place network.

But in addition to advertiser support, the network has been encouraged by what little evidence it has available on audience reaction. In many markets, ABN is ahead of its prevoius position. In others, it has at least held its own. Overall, there has been a substantial upgrading in the network's status.

One of the criticism's leveled at Bob Eastman in bringing about this change is that his programs have a certain "sameness." Significantly enough, the ABN president welcomes this barb. For what he is trying to achieve is a certain recognizable sound for all his programs and his network.

The challenge of re-doing an enterprise of this scope is as considerable as the effort and money involved. As Mr. Eastman sees it, "The job of liquidating our very substantial investment is not an easy one, but it is a very exciting one since we have so much to offer." • • •

focus on radio

A Quick Glance At

People, Places And Events

Around Radio-Land

WXYZ DETROIT PERSONALITY, Paul Winter, visits agency executives dressed in keeping with his show "Sunday Best." He presented them with carnations, and played a special presentation disc of his program. Pictured left to right Paul Winter, Theda Meltzer, agency receptionist, W. B. Doner, president of W. B. Doner Agency, and Doug Campbell, sales representative.

KYA SAN FRANCISCO'S new remote car is tested by station's disc jockey, Hawthorne. Car is short-wave controlled and equipped for direct voice contact with the bay station.

QUEEN DIANE GUYNAN greets subjects lining Potomac for WTOP Washington Water Thrill Show, promoted by station's Bill Wiggins. Pretty girls, acrobats and speed boats attracted 75,000 persons this past summer.

MODELS DONATE KISSES to public in celebration of KEX Portland, Ore.'s first Independence Anniversary. Station's "Solid Seven" disc jockeys adopted girls a year after Westinghouse Broadcasting Co.'s station changed to music and news. Kisses are candy.

LADY WINS $600 for identifying 16 sponsors after listening to commercials with brand name blanked out. Howard S. Kester, vice president and general manager of WLOF Winter Park, Fla., presents check to Mrs. Peggy Zeak, winner of station's "Free Living Expenses" contest. On left is Mrs. Zeak's daughter.

LOW CONTESTANT WINS $100 check from KLZ Denver's weatherman, Warren Chandler. Mrs. Gretchen Jones guessed the lowest Thanksgiving Day temperature. More than 2,500 persons participated in the contest. Watching are local merchants who sponsored event. Left to right, Murray Kirschman, M. B. Savage, Richard Kailey, E. B. Speer and June Thompson.

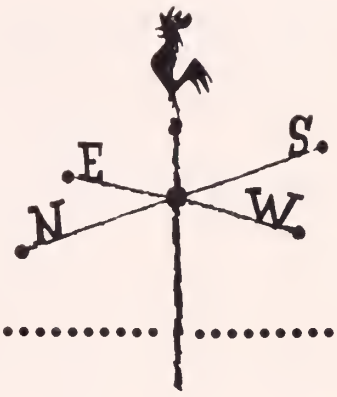
BRISTOL-MYERS BUYS NBC, making firm largest drug advertiser on network. Discussing deal are (left to right) Matthew J. Culligan, vice president in charge of radio network; Donald S. Frost, director of Bristol-Myers' advertising; Lee Bristol Jr., firm's public relations director, and William K. McDaniel, vice president of NBC radio network sales.

FAST ONE PULLED by WIP Philadelphia at the Radio and Television Executives Society annual Christmas luncheon in New York. Station hired Santa Claus to parade up and down in front of entrance carrying sign which read, "Beware of Imitations — buy WIP radio, Philadelphia." Enjoying stunt are Edward Petry, president of Edward Petry Co., national sales representative for WIP; Mr. Claus, and Benedict Gimbel Jr., WIP's president.

Join THE MARCH OF DIMES
They need YOU!
THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



Radio Regarded As 'Friend' To Listeners

From Maryland to Colorado station activity reflects mounting dependence on radio.

Why do people listen to the radio? For music, for commercials, for programs? For all these reasons, and also for news and special events, as both WBAL Baltimore and the stations of the Colorado network have proved.

A WBAL Baltimore survey finds that its listeners stay tuned to radio because it fulfills the role of the ideal friend—a friend who entertains, sympathizes and informs.

Across the country, George Cory, president of the Colorado network, is highlighting radio's role as public informant by utilization of eight new mobile units to bring more news faster to the ears of his listeners.

In Maryland last month, WBAL disc jockey Jim West, who spins platters between one and two every afternoon, decided to sponsor a contest to find out "why radio is your constant companion."

Since housewives constitute the lion's share of his audience, Mr. West volunteered, as first prize, to trade places for a day with the lucky winner. He plans to act as her chief cook, bottle washer and baby sitter, while she turns disc jockey.

The response to the two-week contest was overwhelming, according to radio program manager, Bob McKinsey. Much to the staff's surprise many of the letters were written by men, from an 80-year-old invalid to a Pennsylvania bank vice president. But all the letters, whether from housewives or their husbands, show what seem to be a surprising and genuine reliance on radio, not only for entertainment and information, but also for friendship.

As one Baltimore man states, "Radio is my constant companion because it is so very personal to me. When a radio announcer talks he

seems to talk to me, when he plays a record it seems he is playing it just for me.

"I know that a tv spectacular is produced to reach a million people. Radio is much more personal; it is being produced for the people who happen to be listening to any one set at that time. Radio is for me."

The medium's ubiquitous nature came in for its share of kudos, too.

A career gal not only tunes in at home and on her way to work, but also listens "in the office where our employees find radio productive and a positive stimulant in taking the hum-drum from the usual chores."

One young and harried housewife takes an original view of radio's merits: "Radio is my constant companion because it doesn't have to be answered, diapered, fed, or directed. It sings to me, talks to me, and keeps me entertained and enlightened. In short, it is on from 7:30 a.m. until the last spit and polish is given the kitchen, usually at 10 p.m."

Jim West, WBAL Baltimore disc jockey, turns housewife for a day.

One housewife says the more radios the better. . . . "I live in a large house, so the first thing I do when I get up is turn on the radio in the bedroom. When I go downstairs to fix breakfast I switch on the radio in the kitchen.

"When I do the chores I listen to the radio in the living room, then back to the kitchen set for lunch and dinner preparation; last but not least, when I go to bed at night, I get the softest, sweetest music to quiet my nerves at the end of the day."

Radio provides comfort for many invalids too, according to the WBAL poll. One man, in bed for 32 years with arthritis, writes, "I have no other way of keeping in touch with the outside world."

The younger men like radio, too. A young bank vice president writes: "I listen because I live alone. Most of the guys my age are married, and at day's end come home to an ever-loving wife with whom they can discuss all the vexing problems and little happinesses they've both encountered during the day. Even those wives who greet their homecoming husbands with a storm of invectives and complaints . . . are still companions, in a sense!

"The radio is my companion. I have even gotten to feel kindly toward most radio commercials because they have matured to a great extent along with radio, and have lost their previous nerve-jangling quality."

A lady who knows a bargain when she sees it . . . and who won second prize in the WBAL contest as a result . . . listens to radio because "I don't need time, tickets nor fare to find fascinating entertainment. It's always there. Radio invites me for free . . . I just turn a knob and there it be."

Perhaps radio's impact on the lives of its feminine listeners was best described by the winning letter whose author was moved to poetry:

"When the pots start steaming over,
And the baby's got a pain,
And the vacuum cleaner's broken—
The radio keeps me sane!
When the children get to fighting,
Or I scorch my newest gown,
Or I burn the roast for dinner,
The radio calms me down.
So through life's little troubles,
When I get to feeling low,
Who needs a psychiatrist?
I have my radio!

To help keep radio first in the hearts of his listeners, the Colorado network's George Cory has recently purchased mobile units to service stations KVOD Denver, KUBC Montrose-Delta, KRAI Craig, and KSLV Monte Vista.

The eight units allow the newscaster to canvas distances up to 15 or 20 airline miles on line of sight broadcasts in rural areas, and up to three miles line of sight in metropolitan areas.

They are especially useful, Mr. Cory says, in Colorado where the continental divide offers an unusual obstacle to radio coverage.

The basic make-up of each unit includes a 100 watt fm transmitter and a repeater receiver to pick up messages from Handie Talkies to feed directly into the main mobile transmitter for relay to the studios. Each unit has one five watt Handie Talkie that operates on two transmitting frequencies and one receiving frequency.

The Handie Talkies, primarily used for city street coverage, will be supplemented in Denver by one Porto-Vox transmitter and receiver. The transmitter is a small pocket-contained unit which does not show when inserted on the inside pocket of a suit coat. The microphone attaches to a tie and is about as big around as a silver dollar.

Each mobile unit will be powered by a Portorator, which has been developed by the Portorator Co. of Denver, using the KVOD mobile units as test units.

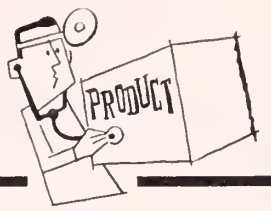
The equipment was built to the network's specifications by Motorola Inc.

While the present units are the first purchased by the Colorado network from a regular manufacturer, Mr. Cory's stations have been active in mobile broadcasts for the past eight years. The previous units were built by the network's own engineering department, and will now be discarded.

Whether measured by the contest results of WBAL or the live news coverage of Mr. Cory's Colorado network, radio's vital place on the hometown scene is apparent. • • •

HOMETOWN U.S.A.

commercial clinic



Mogul Commercial Technique Combines Local Delivery, Recording

Much has been said in the broadcast industry in recent years about the relative merits of canned versus live commercials.

One New York agency, which spends 25% of its total budget on radio, believes it has developed a technique that successfully combines the advantages of both.

Myron A. Mahler, vice president and creative director for air media, Emil Mogul Co., says that his agency has worked out a commercial for its client, Ronzoni, that integrates the warmth and individuality of a live delivery with the efficiency and standardization of the recorded message. This commercial is now being aired on stations in the New England and Atlantic states regions.

Its theme follows from Ronzoni's newest slogan . . . *veramente italiani* (truly Italian) . . . and features an Italian lesson being taught by a recorded voice to a live announcer. Mr. Mahler feels that the recorded section makes use for commercial purposes of a technique already familiar to the public in another context, language-learning through records.

"We don't believe in using gimmicks for their own sake," Mr. Mahler states, "because the sell must always come first. Any gimmick should pertain to the commercial message itself. We like this one because it uses a familiar technique in a new way. The listener doesn't have to concentrate on the approach; he can concentrate on the sales message."

Mr. Mahler prefers the announcer portion live instead of recorded, because it "takes advantage of the personality of the local announcer or disc jockey. The local man can inject his own interpretation into the commercial. It allows him unusual freedom and flexibility within the framework of the sales points.

"As far as we know we are the only ones to adopt this method of integrating the live and the canned commercial," Mr. Mahler asserts. "We believe it is a new commercial technique with many possibilities, because it allows the copy to be adapted to the problems of the individual market by changing the live half of the message. On the other hand, it preserves the aura of authenticity and standardization surrounding the recorded commercial.

"We believe in the importance of researching conditions in local markets and making the best use of local personalities to sell audiences under the commercial conditions prevailing in their area," Mr. Mahler declares. "You can keep abreast of local marketing situations with the recorded commercial by doing a new version every couple of weeks or so. However, it is more economical for the client and we feel more effective in the long run, to emphasize live messages by a personality the local listeners know and like."

Myron A. Mahler, vice president of Emil Mogul Co., New York agency.

Mr. Mahler points out that promotional tie-ins are more effective when the local performer is running contests, making personal appearances in his own district, etc.

Several versions of the Ronzoni commercial are now being aired. The lesson at the beginning remains standard, but the live commercial at the end varies, lending further flexibility within the same theme, Mr. Mahler believes.

Here is an excerpt of one of the versions now making the rounds:

ANNCR: And now I'm going to take my Italian lesson!
RECORD: Sound...whrrr of phonograph record. Voice...Repeat these words after me. Veramente... truly!
ANNCR: Veramente...truly!
RECORD: Veramente italiani ...truly Italian!
ANNCR: Veramente italiani ...truly Italian!
RECORD: Perche veramente italiani...Ronzoni Sono Buoni!
ANNCR: Because it's truly Italian-style...Ronzoni is so good!

The Mogul agency plans to enlarge on the lesson theme by releasing late this month a follow-up commercial in which the announcer will be teaching the audience the identical Italian lesson. The listeners will be represented by recorded voices responding to live instruction by the announcer. The agency has several other variations on tap for future use. • • •

HOMETOWN U.S.A.

station log

Bartell's Growth to Six Stations Attributed to Family Radio Concept

The Bartell Group of six stations looks back on a year of substantial gains, including the addition of WILD Boston and WYDE Birmingham, more certain than ever of the value of its family radio concept.

Before the acquisition of these two stations, the Bartell Group reported a 225 percent gain in revenue for its four stations in 1957 over 1956.

"Advertisers are many and varied, each with his market focus and promotional viewpoint," says Gerald A. Bartell, president of The Bartell Group. "But all agree that a wider audience means greater response, and the development of new markets.

"The family concept," he notes, "eschews audience fragmentation; relies upon enriching audience composition to include all members of the family, wherever they are. Everyone affects sales; therefore all should be contained in the radio audience. The advertiser, then, is reaching his buyers, his potential buyers, and his product endorsers at one and the same time."

Mr. Bartell points out that "with approximately 15 million teenage Americans, 25 million in their twenties, 30 million in their thirties, 35 million in their forties, and 37 million over forty, the purposeful targeting of the mass communication medium upon one population segment appears wasteful to us.

"The most illusive element in the Bartell Group pattern of programming is called family participation. Whatever the feature—suggestions for civic improvement, news tips, bright remarks of youngsters, or a dozen others with which our stations carry on a continuous communication with their audiences—a companionable relationship results."

The Bartell Group now includes KCBQ San Diego, KRUX Phoenix, WAKE Atlanta, WOKY Milwaukee, WILD and WYDE.

RADIO ACTIVITY

• WIBC Indianapolis went on a 24-hour broadcast schedule when it launched an all-night music show last month. The 1 a.m. to 5 a.m. show uses the Gates "Auto-Trans" record player capable of playing 200 sides, pre-selected. All identifications are on discs.

• All salaried employees of KITE San Antonio received their share of the station's 1957 profits last month, and the amounts were larger than any in the station's history. Some office workers with high seniority received as much as six weeks extra pay for the year, and department heads averaged four weeks pay.

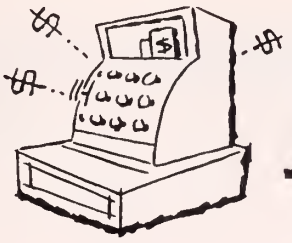
• When WINE Buffalo, N. Y., began a news promotion offering $10 in cash for the best news tip of the week, it didn't anticipate the amazing results. Recently a $15,000 fire was on the air before the firemen had arrived, according to the station. A jet plane crash at Niagara Falls was reported two minutes after the actual crash. When a local bank was robbed, WINE said it bulletined the escape route and aided police in capturing the hold-up men within an hour.

• KFAB Omaha has announced that since it became a full-time NBC network affiliate, local spot announcements are running 89 percent ahead of the same period in 1956, ratings are up 23 percent "in all key time periods." • • •

Talk on newsgathering is given by Paul Rust (center), news director of WQAM Miami, Fla., at a luncheon with local Family Finance Co. managers following the signing of a new 26-week contract for a Monday-through-Saturday strip of the 7:55 a.m. news broadcast.

HOMETOWN, U. S. A.

radio registers



HOME FURNISHINGS STORE

The Sleep Shop placed a one-week trial spot order over KFML, Denver, at a cost of $37.50. The store reported that through customers who announced they had heard commercials on KFML, $1,200 was definitely traced to spots. They scheduled a spot campaign again the following week. According to present plans, it will run indefinitely.

AUTOMOBILE DEALERS

Eight Olympia, Washington, automobile dealers, still carrying $77,000 worth of new 1957 cars — with 1958 models due at the time in less than a month — combined to stage a cooperative sale of stock. They pooled advertising, using newspapers and radio. Stocks completely cleared in six days. Dealers credited radio (100 announcements in one week on KGY) with doing major part of selling job. For future joint used car promotion, appropriation for KGY nearly doubled.

CREDIT JEWELRY CHAIN

Rudolph's Credit Jewelry chain, for a special promotion of sewing machines, tested WJTN, Jamestown, N.Y., against top local newspaper. Rudolph's purchased the best page in the paper and for an equal amount of money purchased a WJTN saturation schedule. At day's end, $5,000 worth of sewing machines had been sold, with store crediting 60% of sales to radio and 40% to newspaper ad.

USED CAR LOT

Eller Motors of Spokane, Wash., which runs periodic saturation campaigns around pay-day periods (first, last and middle of month), decided on holiday weekend saturation over KGA. Campaign consisted of 10 spots per day Friday, Saturday and Sunday preceding Monday holiday. Spots were aimed at out-of-town and Canadian audiences, with "tell them KGA sent you" pitch. Client reported sale of whopping 37 cars as direct result.

Primary Coverage BOTH Sides of the Rockies

You get primary coverage BOTH sides of the Rockies, reaching 92 percent of Colorado's population, with the four stations of the Colorado Network. Combination rate, one order, one billing.

NO OTHER STATION OR GROUP OFFERS SUCH MASSIVE PENETRATION AT SUCH A LOW COST!

COLORADO NETWORK
KVOD, Denver, 5000 watts, 630 k.c. ABN
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.

NATIONAL REP. BOLLING CO., INC.
NATIONAL SALES OFFICE
MIDLAND SAVINGS BLDG., DENVER 2, COLORADO
Phone: TAbor 5-2291 TWX: DN 483

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO
Radio Boston WCOP
Radio Chicago WJJD
Radio Memphis WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

With a total of 46,000 Households in the SIX County local area daytime coverage of KFAL.

Highest daily Day-Radio average circulation in Central Missouri's 23 county area per NCS#2.

Excellent avails in most time periods.

Contact—
INDIE SALES, INC.
or
KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

report from RAB

Radio's a Good Buy In All Time Periods, RAB Research Shows

The feeling at RAB these days is that the problem of the prime-time traffic jam may be on the verge of solution.

In the past, most advertisers have scrambled for the 7-9 a.m. and 5-7 p.m. periods—a scramble that has too frequently driven disappointed advertisers to other media. But today, primarily through the vast amounts of research in which broadcasters have invested, advertisers are learning that there is no segment of the broadcast day which can be considered poor in terms of volume of audience delivered, RAB points out.

Advertisers are learning, too, through practical results of non-prime-time purchases, of the changing listening habits of consumers. And today, virtually all broadcasters can define, almost hour by hour, the composition of their audiences.

Broadcasters have at their fingertips information which stretches the advertisers' purchasing power through elimination of meaningless circulation, and which aids them in reaching the most likely prospects for their product or service, the radio organization states.

Pulse Studies

An example of this type of research is the series of *Radio Listening Habits* studies conducted for RAB over the past several years by The Pulse Inc. Examined in great detail in metropolitan markets were the listening habits of the following consumer groups:

Young homemakers (age 25-35 with two or more children under 13), working housewives, single working women, teenage girls, persons 50-65, young men (25-35), male heads of households in the top 15 percent income bracket, professional men, businessmen, engineers and working men.

Typical of the survey discoveries which show that prime-time is not necessarily best for reaching certain audience segments is the fact that more women, by a considerable margin, listen between 10 a.m. and noon on the average day than listen at any time between 7-9 a.m. And, the survey points out, women are the nation's most important consumers. Among working housewives, for example, nearly 36 percent are tuned in during the evening hours.

Interesting also is the revelation that 58 percent of all businessmen who are regular patrons of scheduled airlines listen in the evening after work, and nearly one-fourth are nighttime listeners.

Among engineers, more than 7 out of 10 tune in between work and bedtime, and almost one-third are bedtime listeners. During the afternoon, 37.5 percent of professional men listen regularly, and nearly one-third are nighttime listeners.

Young Men Listen

Young men, potential customers for clothing, sports equipment, hobby accessories and some of the big-ticket items like automobiles, are heavy afternoon and evening listeners. In the afternoon 35.6 percent can be reached; in the evening more than 25 percent.

Nearly 95 percent of all single working women listen during the week, averaging almost five days' exposure to radio. During any average evening, 31.5 percent are at home to the radio message.

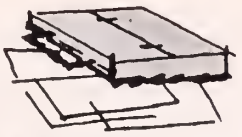
Another study—conducted by the A. C. Nielsen Co. in 1957—reveals that non-prime-time audiences can be measured in the millions at any hour of the day. The figures on the home audience alone on any single day are: 9-10 a.m., 7.7 million; 10-11 a.m., 7.9 million; 11-noon, 7.2 million; 2-5 p.m., 7.3 to 5.3 million.

RAB is certain that recent research developments have proved that large numbers of people are tuned in at every hour of the day—and that the era of being able to reach a customer by radio only during four hours of the day is a thing of the past.

Alert advertisers have been capitalizing on this information, and many others are beginning to follow this pattern of timebuying. RAB feels that in the near future media departments will no longer weigh the relative merits of a 3:45 p.m. spot on a certain station against the drawing power of an 8:30 a.m. slot.

The selection of time, RAB believes, will be the responsibility of the radio broadcaster in the same sense that selection of the position of a newspaper ad is usually left to the paper. • • •

report from representatives



Future Adam Young Report
The Katz Estimator
NBC Spot P.M. Study

What's the big change in radio in the last five years? According to Adam Young Inc.'s updated *Dynamic Change in Radio* report, due soon, in November 1952 no independent station was the leader in its market. Today, the report will state, an independent leads in 22 of the top 25 markets—and in all markets an independent is either first, second or third.

"The many successful 'music and news' radio stations," claims Young's Frank G. Boehm, "have become leaders as a result of top management. They have recognized the change in radio listening patterns . . . and have realized that radio is a constant source of entertainment and information to more people than any other medium."

With what he calls "the new local nature of radio," according to Mr. Boehm, has come the de-emphasis of station coverage. The new Young report will show, he says, the importance of a station concentrating its coverage on its own community.

The report will attempt to show that locally oriented stations alone have rate cards which benefit saturation techniques of the advertiser with a small budget.

Nighttime Study

The recent NBC Radio Spot Sales research project on nighttime radio proves, according to George S. Dietrich, director, that the quality of nighttime audiences is equal to that of morning audiences.

Mr. Dietrich claims that the results of a special Pulse survey show that "the 'inferiority' of the quality of the nighttime radio audience is now nothing more than an exploded myth."

The survey involved a total of 1,620 interviews in New York, Chicago and San Francisco. Listeners were compared as to socio-economic level, automobile ownership, tv ownership, age, education, and size of families.

The results show a "remarkable consistency" between the quality of morning (6-9 a.m.) and nighttime (7-10 p.m.) audiences from market to market.

As a result of the survey, Mr. Dietrich comments, "sponsors who previously held off buying evening radio time can now plan their campaigns with the certainty that the nighttime audience consists of people of the same economic level, education and family status as daytime listeners."

Spot Radio Estimator

The Katz Agency's new Spot Radio Budget Estimator, "a tool for estimating costs of spot radio advertising campaigns in up to 150 markets," provides timebuyers with a tool enabling them to estimate rapidly budgets for any group or cumulative grouping of stations, according to the representative firm.

The estimator ranks markets, according to Katz, in order of the largest daytime weekly circulation available in each market, based on NCS #2. These rates tend to reflect, in most cases, the highest cost station, the firm states.

The development of the estimator was undertaken by the Katz research-promotion department under the supervision of Dan Denenholz.

SRA Standard Form

The board of directors of SRA has adopted the new standard form designed to confirm broadcast orders and to serve as the contract between station and agency (*December* U. S. RADIO).

The form eliminates the necessity for an advertising agency to issue a separate formal contract. The action of the board was approved by the membership of the association at its annual meeting last month.

The Committee on Broadcast Media of the AAAA has also approved the idea of the new form, and SRA hopes that all station representatives, SRA members or not, will adopt it.

The association also re-elected Frank M. Headley, president of H-R Representatives, as president; H. Preston Peters, president of Peters, Griffin, Woodward Inc., vice president; Eugene Katz, president of The Katz Agency, treasurer; and elected Richard O'Connell, president of Richard O'Connell Inc., secretary.

Elected to the board of directors were: Joseph J. Weed, president of Weed & Co.; Lewis H. Avery, president of Avery-Knodel Inc., and Robert Meeker, president of the Meeker Co. • • •

OPPORTUNITY FOR A SALES REPRESENTATIVE

U. S. RADIO now has need for a national sales representative. If this man has a proven sales record, lives or could live in New York, is willing to travel. and welcomes the challenge of building a sales organization, he should write U. S. RADIO with full information about himself and his experience.

WRITE:

Business Manager
U. S. RADIO
50 West 57th St.
New York 19, N. Y.

AMERICAN
BROADCASTING
NETWORK

COMES TO SPRINGFIELD

Fun RADIO for people of
all ages, not just teenagers!

WTXL

SPRINGFIELD, MASS.

Music and News
24 Hours A Day

Represented By:

The Walker Co.

New York- Boston Chicago

GOING WEST ?

Have a good time-buy!

If you plan to advertise throughout the big wide West... send your sales message to KOA-RADIO, the *only* station you need to reach and sell the *entire* rich Western Market!

With the welcome 50,000 watt voice of KOA-RADIO, your sales message is sold to 4 million people in 302 counties of 12 states!

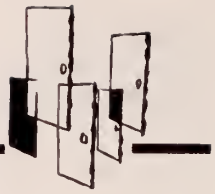
Represented by: Henry I. Christal Co., Inc.

KOA DENVER Radio 2/58

One of America's great radio stations

50,000 Watts 850 Kc

report from agencies



Mathes Expects to Double Radio Billings in 1958

J. M. Mathes Inc., New York, expects to bill two to three times more radio in 1958 than in 1957, according to Read Wight, vice president in charge of radio-tv.

"It looks as though the fuzz is off the peach in business. Most people are anticipating some kind of decline in 1958. The last thing in my opinion that will lose out in advertising will be radio. More and more companies will move to radio because of its lower cost and greater frequency."

A great many clients have been using radio as a supplemental medium, Mr. Wight states. They have emphasized spot over network because they could pick and choose individual markets where their sales needed radio for a shot in the arm.

Richard Jackson, associate director, radio-tv, believes that spot radio has been successful in recent years because it has fit both the pocketbook and advertising needs of the thousands of clients with local and regional distribution, and provided a supplemental outlet for national clients.

"Now network programming is becoming more flexible, and you can buy more cities at less cost," Mr. Jackson says.

"I would like to be using more network radio. The big challenge to the networks is whether they can regenerate by using the techniques that local radio has employed so successfully."

Mr. Jackson believes that radio's future lies in its development as an "intimate, companionable medium. Radio is a friend that people can take with them wherever they go. Men, women and children can do many other things while listening to the radio. The big business being done in small, transistor radios shows that people are literally carrying radio around with them."

Mr. Jackson feels that radio should continue to expand its own "personality," to do the things it can do well.

"What radio can do better is talk to the listener as one friend to another. I would like to see many programs like Jack Birch's on the air. We call them comfort shows. In these times of uneasiness and tension, people want to be reassured and soothed. This is the kind of programming radio can do best," according to Mr. Jackson.

BBDO Elects Brower

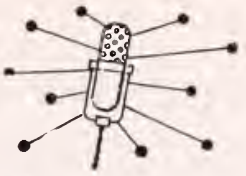
One of radio's biggest customers has a new chief. Charles H. Brower has been elected to succeed Bernard C. Dully as president and chairman of the executive committee of Batten, Barton, Durstine & Osborn. The agency spent $11 million in radio in 1957.

Mr. Brower has been acting president since his election as general manager in 1957. Mr. Dully will serve as vice chairman of the board and vice chairman of the executive committee.

President Charles H. Brower.

With the agency since 1928, Mr. Brower worked his way up from copywriter, to copy supervisor, to head creative man before he was elected a vice president in 1940 and executive vice president in 1946. • • •

report from networks



Mutual Fm Stations

NBC, ABN Sales

CBS Masland Purchase

Mutual's reasons for entering into fm station ownership are threefold: to upgrade the sound of its am signals, to provide a means for the network to acquire additional affiliates and to improve affiliate service.

By using fm outlets as service stations, Mutual affiliates not in metropolitan centers—and forced to use lesser quality Class C lines——will be provided with high quality service.

Via fm stations located in key "pocket areas," MBS will use multiplex sideband transmission from its own or affiliated fm stations. Many independent stations, now prohibited from receiving network service due to their locations, will be able to affiliate with MBS.

Mutual intends to obtain the FCC maximum of seven fm licenses. The network has filed application for an fm license in San Francisco and six others are in the process of negotiation, either for purchase of existing facilities or for application for new license grants.

"It's a complete turnabout for fm," says MBS president, Paul Roberts, a medium which has long acted "the sad sister role to am."

In a year-end statement, Mr. Roberts says that "no longer do radio men quail at the thought of bucking tv. Radio men are doing things radio does best—on the scene news breaks, overseas circuitry, specialized programming (particularly for the nation's 40-million autos equipped with radios), anything and everything electronic.

"Radio men now realize that a microphone is much simpler and easier to tote into well nigh inaccessible places than a camera—and much, much less costly."

New NBC Orders

During December, NBC reports, 18 advertisers placed new orders on NBC Radio. Among the larger purchases were: Pabst Beer, for 52 weeks, $756,000; RCA Appliances Division, $235,000; RCA Records, $44,000; Q-Tips, $111,000.

Also Purolator Products, $68,000; United Insurance Companies of America, $68,000; A. M. Karagheusian Rugs, $53,000; and Slenderella, $26,000.

Among the renewals were Brown and Williamson, which took one-quarter sponsorship of *News on the Hour* for $1,050,000.

Masland on CBS

C. H. Masland & Sons, Carlisle, Pa., manufacturer of rugs and carpets, has contracted with CBS for a unique four-week saturation campaign climaxing in a two-hour network special on Sunday, May 4.

Called "history's biggest use of network radio by a home furnishings concern," the purchase includes 81 of the network's five-minute "Impact" segments and the big-budget, big-name production.

John Karol, CBS vice president in charge of network sales, told the Masland people that they had "timed (the) buy of network radio just right." Mr. Karol added that "the volume of our network's five-minute "Impact" segis . . . 57 percent ahead of the previous year. All indications point to continuance of the upward trend."

Also at CBS, Charles Pfizer & Co.'s *Candettes* throat lozenges, marking its debut on network radio, has purchased eight weekly 7½-minute units of daytime drama and four weekly "Impact" segments for 12 weeks. The new business, worth $300,000 to CBS, was purchased through Dowd, Redfield & Johnstone.

Philco Returns to ABN

Philco Corp. of Philadelphia returns to network radio with its five segments weekly of the *Breakfast Club*. The sponsorship will be part of a comprehensive sales promotional program covering its full line of consumer products. The company had sponsored the Don McNeill show for nine years until March 1955. • • •

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

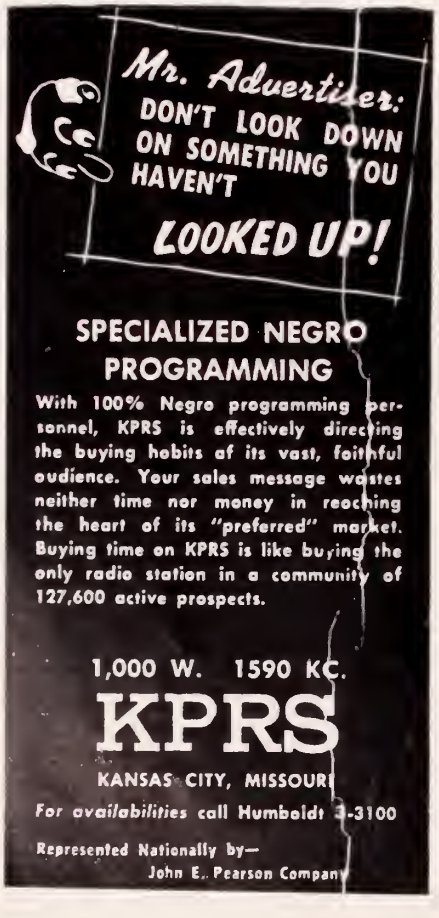
NEW YORK 19, NEW YORK

WREN'S *Going Places!*

Who's got Topeka's only mobile unit? . . . . WREN of course. Who's got all-new facilities? . . . . WREN. Who's got the top personalities? . . . . WREN. And does it pay off for the advertisers? Nielsen says YES. WREN's cost-per-thousand homes in Topeka's 11-county market is only 18c. Let your George P. Hollingbery man show you how WREN measures up on *quality* of audience, *size* of audience, and *cost* of audience!

5000 WATTS
TOPEKA, KANSAS

WREN



report from Canada

Elliott-Haynes Defines Rating Technique: Telephone Coincidental

(Last month this column reported on the mail balloting method of the Bureau of Broadcast Measurement. Below, the second in a series on Canadian rating systems.)

Myles Leckie, vice president of Elliott-Haynes Ltd., in Canada.

Elliott-Haynes Ltd., which established the first regular measurement of Canadian radio audiences in 1940, uses the coincidental telephone method exclusively in 46 markets across Canada.

According to Myles Leckie, vice president, Elliott-Haynes prefers this method for the following reasons:

• Coincidental telephoning is accurate — it measures the radio audience as it is assembled, listening to the program. It is direct, speaking to the respondents, and is able to weed out the bias of children or pranksters. It is conservative and gives credit to a station or program only when it is being listened to, not when it is "usually" listened to.

• Telephoning is fast. Elliott-Haynes surveys are usually published within one week after the field work has been completed. This gives the radio station or advertiser a chance to rectify a poor program situation without waiting for several weeks, or even months to receive the information.

• Coincidental calling is economical. Elliott-Haynes surveys provide monthly, bi-monthly or quarterly surveys for 113 Canadian radio stations, cost most subscribers less than annual or semi-annual studies by mail balloting.

In the telephone technique, Mr. Leckie says, numbers are taken from the phone book in the order they appear, at random. The sample does not depend on respondents' choice in answering.

Elliott-Haynes representatives use a sample of 400 to 500 calls in highly competitive markets like Montreal, Toronto and Vancouver. In other markets, where there are just two or three competing stations, a telephone sample of 300 to 400 calls is enough for accuracy, Mr. Leckie asserts.

Elliott-Haynes interviewers operate during two weeks in each month. During one week data is gathered continuously on all radio broadcasts from 9 a.m. to 6 p.m. for the daytime reports. During another week, data is gathered continuously on all programs from 6 p.m. to 10 p.m. (until 10:30 p.m. where national network programs are scheduled) for the evening report.

In basic centers both commercial and sustaining radio broadcast periods are covered throughout the six weekdays and during the seven evenings of the survey weeks.

In alternating centers only selected broadcast periods are surveyed unless special arrangements are made to have additional time periods covered.

In order to assure adequacy of sample, the number of calls per hour is varied in consideration of the sets-in-use at the time, length of program and number of competing stations. Elliott-Haynes, Mr. Leckie says, continually conducts tests to determine that the number of calls made on programs in a given city is reliable, accurate and gives stable rating information.

To insure accuracy of information and the honesty of the interviewers, a re-check call is made on every tenth call reported by the telephone interviewers. The supervisor in each city conducts this re-call after being supplied with the telephone numbers which have been coded as original data. These check-calls are made a week later than the original call, and the interviewee is asked whether he remembers if he had his radio set tuned in when the interviewer called originally.

The actual rating is obtained by multiplying the sets-in-use for a program by the percentage of listeners for that program. • • •

portant prestige factor to the stations that carry them.

"It was not merely a fortuitous development that CBS Radio was able to announce such spectacular sales in 1957 as the *Ford Road Show*—the year's most significant single advertising development which directed new attention to network radio.

"I want to make it clear, however, that in re-affirming our 1957 approach, we propose to remain flexible and to experiment freely. We are confident that good programs will continue to result in important new business. The barometer for 1958, based on the achievements of 1957 and our plans for the New Year, is a promising one."

Mr. Roberts states, "These are the days when most radio savants are suddenly discovering the 'resurgence' in radio. To that philosophy I wholeheartedly disagree. My philosophy is that these are the days when radio men are actually realizing the potent communications weapon they've always had in the palms of their collective hands.

"For radio has consistently proved itself to be the mass communications medium—with station and network advertising revenues demonstrating this fact after radio set sales two years ago began outstripping tv sales.

"It was to this end that we, following the advice of our Mutual Affiliates Advisory Committee, readjusted our station relations contracts to the one now in effect: i.e., news on the hour and half-hour seven days weekly with a minimum number of option hours.

"In other words, we actually make the Mutual Broadcasting System a service group for its affiliates rather than subjugating stations' wishes to network demands.

"And now to implement and highlight our service-to-stations theme we have embarked on a revolutionary new method for providing such service. We have already filed for an fm license in San Francisco and ultimately will have seven owned stations.

"These stations will be used for multiplex transmission of hi-fi MBS programming into areas where available AT&T lines are not up to quality standards.

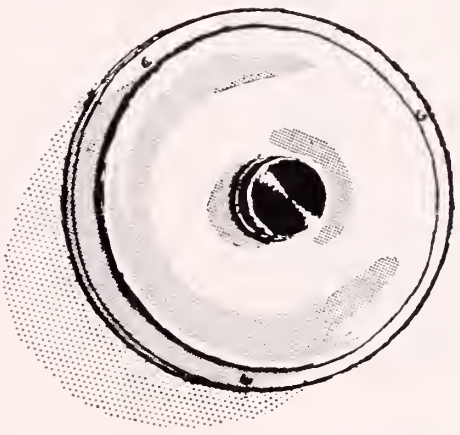
"Ultimately we will supplement our thousands of miles of class A line service with an 80-station group of fm units spotted strategically throughout the country."

Mr. Fellows asks and then answers, "What lies ahead for radio in 1958? It best can be summarized with one word—service.

"Service to the people who tune in for information, for entertainment, or merely the relaxation of background music.

"Service to the merchant who uses it to promote his wares. Service to the consumer who learns of products which meet his needs. Service to the manufacturer who is able to maintain his employment schedule because the public is aware of the quality of his products and therefore buys them.

"Service also to the community builders and civic planners." • • •



Pulse rings doorbells

. . . interviews families in their homes

TO
MEET
HEAD
ON
A NEED
THAT
EXISTS
IN
THE
RADIO
FIELD
TODAY
...

★ *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

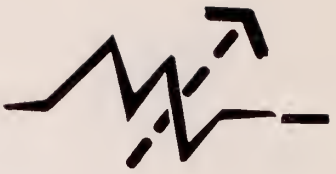
ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

radio ratings



Hooper's Frank Stisser Comments on Problems Caused by Promotion

C. E. Hooper Inc. has revealed plans for getting a more accurate listener count—in the light of recent hassles over station promotion.

Starting this month, the measurement firm will request that, when accepting an order for one or two surveys a year, a *season* will be measured—not specific weeks. "And no station," discloses Frank G. Stisser, Jr., president of Hooper, "will know when they are being surveyed."

Station Replies

The controversy started with the omission of two Omaha stations and one San Antonio outlet from Hooper's October-November reports. This brought a sharp reply from Charles W. Balthrope, president of KITE, the San Antonio station.

Mr. Balthrope feels that "the Hooper people seem to say that ratings may be hypoed if they're hypoed the way Hooper says they should be hypoed." He claims that in the recent KITE promotion "we clearly identify ourselves as calling our listeners and offering them a prize.

"We do not attempt to confuse listeners by saying we are a survey. We say: 'When KITE calls you may win a prize.' Had we been guilty of saying: 'When the voice on the telephone asks if you are listening to your radio, be sure you say KITE because you may win a big prize' — I would agree that . . . we were trying to distort figures."

Hooper's Philosophy

Hooper's philosophy in the matter is expressed by Mr. Stisser: "Promotion by radio stations," he tells U. S. RADIO "is a problem for all rating services. We feel our job is to report audiences as accurately as possible.

"If a station runs a promotion whereby it makes it impossible for us to determine if a respondent we might call is listening or simply giving a station identification in order to win a prize—

Frank G. Stisser, president of C. E. Hooper Inc., ratings firm.

then we cannot accurately determine the audience.

"There are all kinds of promotion," continues Mr. Stisser. "The kind aimed at getting people to listen to a station's programming is common, and we certainly cannot condemn such a thing."

60-Market Survey

To adequately measure the radio audience, Hooper publishes a continuing survey each month in about 60 markets.

Mr. Stisser explains its values: "By surveying one week, once a month, an atypical result brought on by a promotion campaign averages out. A report is not *wrong* in an atypical period. It is an accurate reflection of who is listening."

Nielsen in Europe

Nielsen House, A. C. Nielsen Co.'s new European headquarters at Oxford, England, was officially dedicated in a series of meetings last month.

Lord Heyworth, chairman of Unilever Limited, Nielsen's largest client in the world, presided at the ceremonies.

In a talk to the gathering, A.C. Nielsen Sr. expressed the view that, despite its recent rapid growth, the profession of marketing research is still in its infancy, and he predicted substantial further growth in the years to come.

• • •

Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every* American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

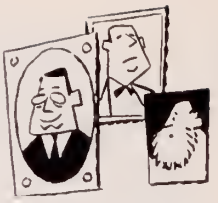
If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

HIGHER EDUCATION
KEEP IT BRIGHT

PUBLIC SERVICE ADVERTISING COUNCIL

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

names and faces



Noting the Changes Among The People of the Industry

STATIONS

RALPH L. VILASS, general manager of WIND Chicago since 1956, named Chicago vice president for Westinghouse Broadcasting Co.

LYELL BREMSER and RAYMOND H. SAWYER elected vice presidents of KEAB Omaha. Mr. Bremser continues as general manager of KEAB.

MELVIN C. GREEN, formerly treasurer of Bitner stations, now general manager of WWRI West Warwick, R. I.

LARRY JONES, formerly with WPOP Hartford, Conn., appointed manager of WDEW Westfield, Mass.

KEN McKENDREE promoted to assistant general manager of WTRL Bradenton, Fla., and FRANK BURKARD to assistant sales manager. Mr. McKendree continues as sales manager.

G. (DAN) POAG, formerly in sales department of WDIA Memphis, joins WLOK Memphis as an account executive.

CHARLES V. BUTTS, with WBZ Boston as an am account executive since 1955, appointed supervisor of sales for WBZ-FM.

WAYNE DOUGLAS, former sales manager of KOCA Kilgore, Tex., named national regional sales manager of KEEP Twin Falls, Ida.

JOHN F. BOX JR., recently appointed executive vice president in charge of the Balaban Radio Stations, has his headquarters in St. Louis where he is managing director of WIL.

HARLEY LUCAS, station manager of WCUE Akron, and JOHN CROHAN, station manager of WICE Providence, promoted to vice presidents by the board of directors of the Elliot Stations.

ROBERT TOWNSEND, who performs on various radio stations as Rob Randall, appointed program director of KRIZ Phoenix.

BANKS WANAMAKER named national sales director and HOLLY MOYER named local sales manager of KVOD Denver.

NETWORKS

NORMAN J. OSTBY, formerly vice president in charge of station relations for the Don Lee Broadcasting System, has joined MBS as general manager of its West Coast division.

ROBERT J. SULLIVAN, former advertising manager of WOR New York, appointed manager of audience promotion and merchandising for CBS Radio.

REPRESENTATIVES

F. A. "MIKE" WURSTER has moved from the New York office of the John E. Pearson Co. to manager of the San Francisco branch.

IRVING G. KIRK appointed controller of Adam Young Inc. He had been accountant in charge of bookkeeping and billing since 1951.

LEE M. VANDENHANDEL, former director of broadcast media with Force Inc., Paterson, N. J., has joined Peters, Griffin, Woodward Inc., as an account executive.

ARTHUR O'CONNOR has joined the New York office of Devney Inc. He was last with Foote, Cone & Belding.

INDUSTRY-WIDE

WILLIAM E. PIERSON, an accountant of WBKB Chicago, named secretary-treasurer of the Broadcasters' Promotion Assn.

BOB MORRIS, a founder of Broadcast Advertisers Reports Inc., elected president of the firm. PHIL EDWARDS, retiring president, elected publisher and chairman of the executive committee.

AGENCIES

PAUL E. NEWMAN and C. M. ROHRABAUGH elected executive vice presidents of the Kudner Agency. Also DONALD GIBBS, a member of the board of directors, was elected a vice president. Mr. Newman and J. W. MILLARD, vice president and account manager, were elected to the executive committee.

LESLIE F. CHITTY, manager of the Toronto office of BBDO, elected a vice president of the agency; and WILLIAM R. GILLEN, a vice president, appointed manager of the agency's Chicago office. WILLIAM PITTS, an account executive since 1954, named vice president in charge of creative services.

ELDON SULLIVAN, previously with the Robert Orr Division of Fuller & Smith & Ross, has joined Cunningham & Walsh as vice president and account executive.

ROBERT A. NEUSER, formerly with Roy S. Durstine Inc., has joined Hilton and Riggio Inc. as vice president and account executive.

DAN POTTER promoted from director of broadcast media of Norman, Craig & Kummel Inc., to head new corporate media planning and analysis department. Also GLADYS YORK appointed chief timebuyer.

MARK BYRNE, a vice president, appointed director of media of the William Esty Co.

WALTER A. LAWRENCE, former vice president in charge of the Chicago office of Kenyon & Eckhardt, has joined Guild, Bascom & Bonfigli Inc. as account executive. He will operate from the agency's San Francisco office.

FRANK R. McMANN, previously with the Institute for Motivational Research, appointed a research associate by the Emil Mogul Co.

CLIFFORD BOTWAY, previously with Dancer, Fitzgerald & Sample, joins Ogilvy, Benson & Mather as a member of the media department.

Morris

Gillen

Chitty

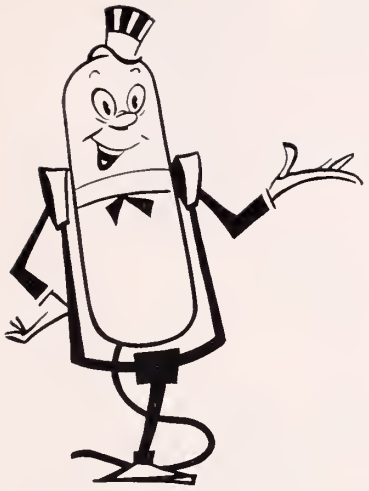
Poag

Sawyer

Bremser

Kirk

Box



U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that we receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name _____ Title _____

Firm _____

Address _____

City _____

Mail magazines to _____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

EDITORIAL

. . . the long-range view

A NEW COMPETITIVENESS

Radio is entering a new era of competitive growth. Never before have advertisers, large and small, turned to the senior air medium with such basic assurance that radio can do the productive sales job.

A large share of this issue is devoted to predictions for the year ahead. The gains already made by radio and those expected indicate undeniable health of the industry.

For 1958, radio revenue is expected to reach the new high of $700 million. (See *Outlook '58, Part I and Part II.*) Last year gross radio billings were $643 million; the year before, $570 million. In addition, the top 15 pre-tv advertisers are back in the fold, making radio's upswing all the more significant.

While these gains are impressive, it is only the beginning—if radio men want it to be so. With all segments of the industry now showing billing rises, a new competitiveness has been spawned within radio.

RADIO THE MASS MEDIUM

The heightened selling job that is being accomplished by all elements within the industry is due to the tremendous value which today's *total* radio offers an advertiser.

For the national buyer of time, spot and network offer countless avenues for nation-wide product promotion. Whether used separately or in combination, radio provides the flexibility, selectivity and total audience to reach any part—or all—of the country at any given time of the broadcast day.

This stepped-up intra-industry selling has prompted new gains for each segment of the radio business. The positive values of making one's own operation more competitive are not only laudable, but the life-blood of any business. Yet there is a need for concern that the financial return is not predicated on the short-run view.

The vast energy with which many radio men are competing against each other has some overall limiting factors. The offices of advertisers and agencies continue to be the scenes of pitched battles for business by the competitive segments of broadcasters. This is a part of any industry. But if radio as the mass medium is going to account for an increasingly larger share of the ad dollar, it is going to have to do some long-range thinking.

Advertisers and agencies are re-evaluating their use of all media with an eye toward greater use of radio. Who should point up this trend toward use of *total* radio if not the broadcasters themselves, nationally and locally? With radio's great flexibility and efficiency, there should be no dollar spent on other media that shouldn't be re-counted with an eye towards greater *total* radio use.

AMMUNITION NEEDED

At present adequate measurement of the many aspects of radio is lacking.

It's to the benefit of advertising agencies and broadcasters alike to take up the initiative and to see to it that more is learned about today's radio. Dr. E. L. Deckinger, vice president in charge of media strategy, at Grey Advertising Inc., New York, in this issue sets forth a challenge in gauging radio's total impact (see p. 33).

He wants to know when was the last time radio commercial recall factors were measured? Where are the Videotowns and the Hofstra studies for radio? Where are the qualitative radio program analyses? Where are the radio-versus-other media studies?

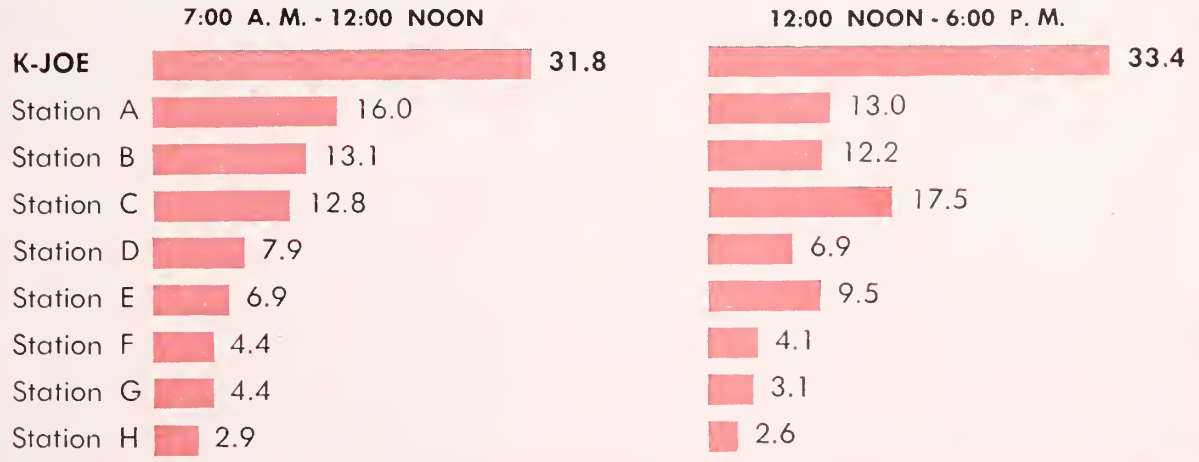
If anything demands priority consideration by buyers and sellers of radio for the year ahead, it is that more qualitative research ammunition is provided.

K-JOE DOES IT AGAIN!

NO. 1 RADIO BUY IN SHREVEPORT

PROVED BY HOOPER*—OCTOBER, 1957

MONDAY THRU FRIDAY



FOR LOWEST COST PER THOUSAND IT'S

K-JOE

1480 KILOCYCLES

SHREVEPORT, LOUISIANA

*SUBSTANTIATED BY PULSE

REPS: *National* FORJOE & COMPANY

Southern CLARKE BROWN CO.

Pittsburgh's Golden Triangle as viewed from Mt. Washington

KDKA has reached new heights

in Pittsburgh . . . and we mean the middle of Pittsburgh—

Allegheny County, that is!

The latest *Metropolitan* Pittsburgh PULSE* shows KDKA first in 383 out of 496 quarter hours surveyed. That's almost three times as good as the figures for the same period last year!

And in the *Greater* Pittsburgh PULSE* (15 counties), KDKA rated No. 1 in an amazing 489 out of 496 quarter hours . . . a cool 98.6%!

Whether you want to reach the heart of Pittsburgh or the equally rich market that surrounds it, these figures prove that KDKA is the *one sure way* to do it effectively at low cost. For availabilities, call Don Trageser, KDKA Sales Manager (EXpress 1-3000, Pittsburgh), or your PGW "Colonel".

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

In Pittsburgh, no selling campaign is complete without the WBC station . . .

KDKA 1020 Radio
50,000 watts Clear Channel

*PULSE—Aug.—Sept. 1957

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO.

FEBRUARY 1958

35 CENTS

R RADIO
o Listeners
ne In 24 Hours
page 15

KING ON RADIO
Percent of Banks
l Use Radio in 1958
page 22

'S RADIO PLANS
k Programming
asic Trend
page 26

LISTENS IN
itoring Unit
nds Equipment
page 33

R. E. Krings
eiser Plans
Than $2 Million
Radio Budget
page 18

1-2

Toledo "HOOPERATINGS" prove this equation to be simple.*

	WSPD	NEXT 2 STATIONS *COMBINED*
7:00 AM to 12 NOON	47.5	29.3
12 NOON to 6:00 PM	35.9	37.1

C. E. Hooper, Nov.-Dec.'57 Share of Radio Audience

WSPD RADIO
Toledo

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-6688

STORER RADIO STATIONS

WSPD
Toledo, Ohio

WWVA
Wheeling, W. Virginia

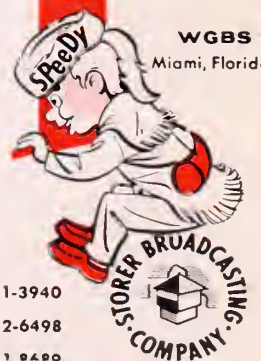
WJW
Cleveland, Ohio

WJBK
Detroit, Michigan

WAGA
Atlanta, Georgia

WIBG
Philadelphio, Po.

WGBS
Miami, Florida



A timebuyer's dream!

According to the Nov. '57 Pulse
just released for Louisville

WINN

has an average rating of

4.4

from 7 a.m. thru 10 p.m.

and never below a

3.0

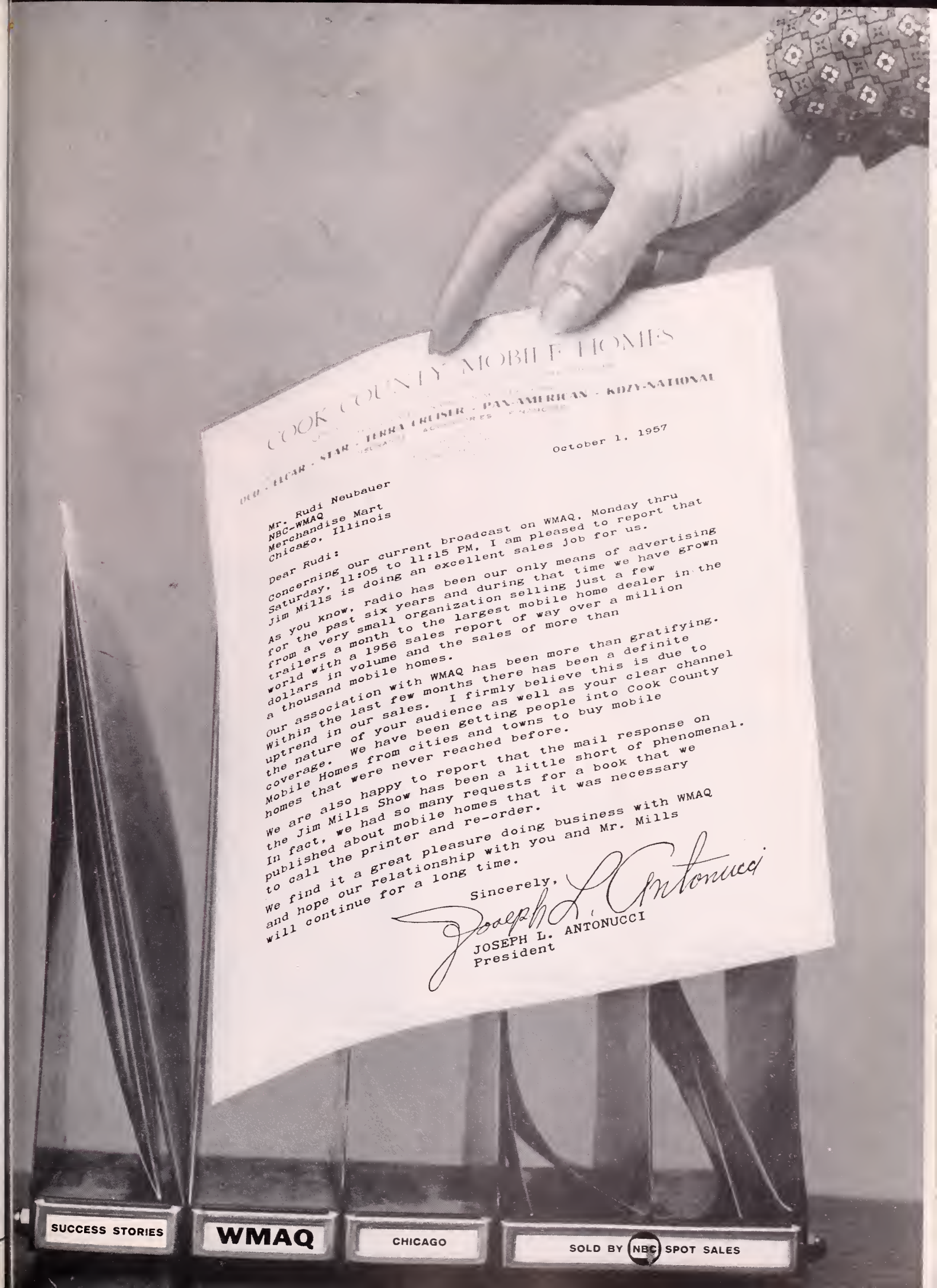
For the full story of WINN
Call your nearest Avery-Knodel office

"One of America's Really Great Independents"

WINN

LOUISVILLE, KY.—1240 KC.

Glen A. Harmon, Vice President, General Manager


COOK COUNTY MOBILE HOMES
DCB - TIGAR - STAR - TERRA CRUISER - PAN-AMERICAN - KDZY-NATIONAL
October 1, 1957
Mr. Rudi Neubauer
NBC-WMAQ
Merchandise Mart
Chicago, Illinois
Dear Rudi:
Concerning our current broadcast on WMAQ, Monday thru Saturday, 11:05 to 11:15 PM, I am pleased to report that Jim Mills is doing an excellent sales job for us.
As you know, radio has been our only means of advertising for the past six years and during that time we have grown from a very small organization selling just a few trailers a month to the largest mobile home dealer in the world with a 1956 sales report of way over a million dollars in volume and the sales of more than a thousand mobile homes.
Our association with WMAQ has been more than gratifying. Within the last few months there has been a definite uptrend in our sales. I firmly believe this is due to the nature of your audience as well as your clear channel coverage. We have been getting people into Cook County Mobile Homes from cities and towns to buy mobile homes that were never reached before.
We are also happy to report that the mail response on the Jim Mills Show has been a little short of phenomenal. In fact, we had so many requests for short of phenomenal. published about mobile homes that it was necessary to call the printer and re-order.
We find it a great pleasure doing business with WMAQ and hope our relationship with you and Mr. Mills will continue for a long time.
Sincerely,
Joseph L. Antonucci
JOSEPH L. ANTONUCCI
President
SUCCESS STORIES
WMAQ
CHICAGO
SOLD BY NBC SPOT SALES

gear alone does not "a reporter" make...

Short-wove mobile News Cruisers . . Aeriol News Cruisers . . Roving Mikes . . Portable topes . . Beeper pick-ups . . K-JOE hos them all . . BUT, we hoven't overlooked the HUMAN ELEMENT. K-JOE hos newsmen with real SAVVY! Men with sources . . who can dig out facts . . write . . report intelligently. No teletype rippers here! The K-JOE News Center, under the direction of Joe Keith, is the largest, most complete news operation of ony rodio or TV stotion in this orea. The old-foshioned newscosts hove been replaced by the "running occount" concept, with MICRO-NEWS bulletins onytime . . KWICKIE heodlines on the half hour . . WEATHER-CHECK on the quorter hour . . MARK "55" news five minutes before the hour . . plus o continual flow of reports, on land, in the air, from the K-JOE Mobile news cruisers. For the ever-changing droma of NOW, folks in these ports KEEP posted to K-JOE.

K-JOE

SHREVEPORT, LOUISIANA

REPS.: Notional **FORJOE & CO.**
Southern **CLARK BROWN CO.**

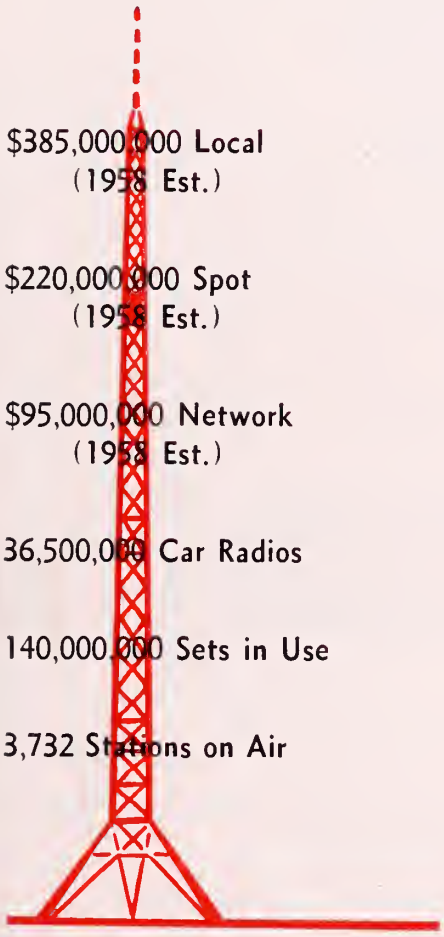
EXCLUSIVE NEWS FEATURE . . .

K-JOE *MICRONEWS*®

for instantaneous reporting

K-JOE NEWS is 82.4% sold out! A few choice ovoilabilities do exist. Check with ony Forjoe or Clork Brown Mon.

Radio's Barometer



Total Ad Volume: Advertising revenue for all media in 1957 was up 5.3 percent over 1956 as compared to a rise of 14.3 percent for radio, according to *Printers' Ink*. A breakdown of the figures shows total local ad revenue up 3.7 percent, to local radio's 10 percent rise, and total national ad revenue up 5.3 percent compared with total national spot up 26.7 percent and total network up 5.8 percent.

Spot: Based on the official FCC figures for national spot radio for the year 1956, Station Representatives Association, through the Price Waterhouse Co., has revised the estimated figures for the first nine months of 1957 to a total of $131,398,000, according to Lawrence Webb, managing director.

Total estimated figures for 1957, soon to be released by SRA, will show an increase of approximately 28 percent over official 1956 figures, Mr. Webb states. He also released an estimated revenue breakdown by product categories for the third quarter of 1957, adjusted to $44,627,000.

Here's how the first 10 categories in gross dollar volume rank:

Category	*Dollars*	*% of Total*
1—Food and grocery products	$8,758,000	19.6
2—Tobacco products and supplies	6,298,000	14.1
3—Automotive	4,655,000	10.4
4—Ale, beer and wine	3,399,000	7.6
5—Drug products	3,337,000	7.5
6—Gasoline and lubricants	2,947,000	6.6
7—Cosmetics and toiletries	2,272,000	5.1
8—Consumer services	1,540,000	3.5
9—Household cleaners, soaps, polishes, waxes	1,395,000	3.1
10—Confections and soft drinks	1,149,000	2.6
TOTAL	$35,750,000	80.1%

Networks: Paul Roberts, president of MBS, announces that "Mutual has had a $24,000 operational profit since Sept. 1957. Losses for the first seven months of the year, however, totalled $680,000."

The CBS Radio Pacific Network, according to Maurie Webster, general sales manager, ended 1957 "in record fashion" with gross billings for the last three weeks totalling $295,355.

Stations: Total stations on the air, both am and fm, rose again in January—to 3,732, up 15 over December:

	Commercial AM	*Commercial FM*
Stations on the air	3,195	537
Applications pending	395	39
Under construction	100	53

Sets: Total radio set production for 1957 totalled 15,427,738 units, with set sales totalling 9,721,285, the Electronics Industries Association reports. Radio production for November and December totalled 1,688,868 and 1,793,336, respectively. Unit sales for these months were 925,620 and 2,031,449, respectively.

POWER to penetrate!

POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

ADAM YOUNG, INC.,
National Rep.

J. E. Campeau,
President

GENERAL OFFICES
GUARDIAN BLDG., DETROIT

for buyers and sellers of radio advertising

U.S. RADIO

FEBRUARY - 1958 VOL. 2 - NO. 2

. . . IN THIS ISSUE . . .

Car Radio Listening 15
36.5 Million Radio-Equipped Cars Enhances Radio's 24-Hour Dimension

There's Radio for Budweiser 18
Anheuser-Busch Spends More Than $2 Million for Spot Radio

Banking on Radio 22
78 percent of Nation's Banks Use Medium

NBC's Radio Plans 26
Network Sees Trend To More Block Programming

Robert Hall Radio Use: Up, Up, Up 30
Clothier Spends $2 Million To Reach Customers on Wheels

The FTC Listens In 33
Commercials Checked Closely As Monitoring Unit Expands

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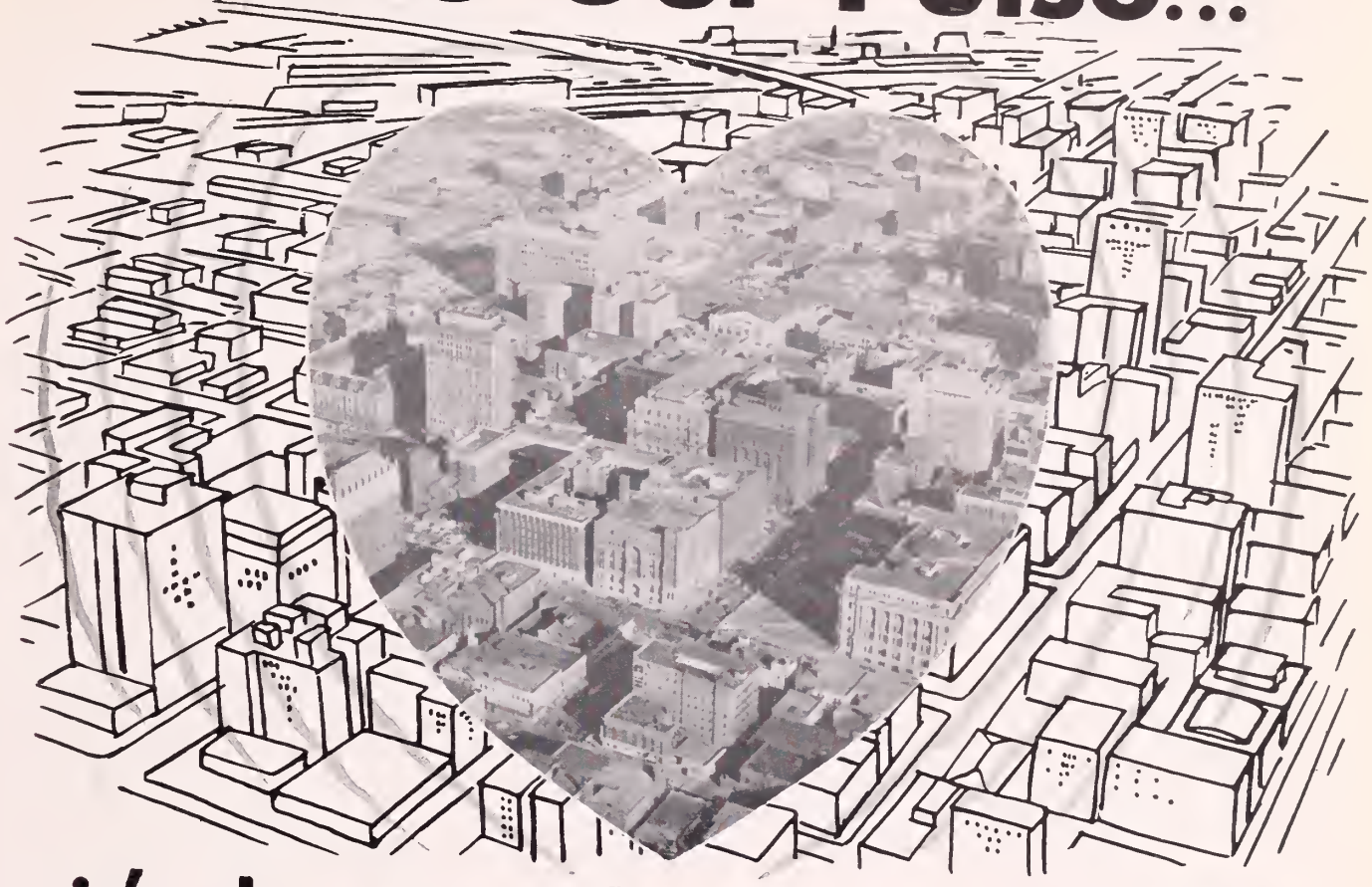
Take Our Pulse...



it's the Heartbeat of OMAHA!

HOOPER	Dec., '57-Jan., '58 8 AM-10 PM	**43.3** share
PULSE	Dec., 1957 7 AM-6 PM	**7.1** average rating
TRENDEX	Dec., 1957 8 AM-6 PM	**40.8** share

All 3 Put KOIL in the Winners' Circle!

24 Hours A Day

KOIL

Avery-Knodel Rep.

A Vital Force in Selling Today's Omaha

with more than twice as many listeners as any other station

DON W. BURDEN—PRESIDENT

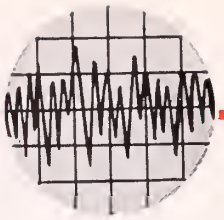
In all the world of radio this man is closest to the people of America

Some call him "disc jockey." Others prefer "personality."
Both designations are too limiting. He is more:
He is friend, companion, confidant.
He is teacher, counsellor, shopping guide.
He is entertainer, public servant.
He serves the housewife, the handicapped, those who toil by night.
Apart from his air salesmanship, he is often a talent in his own right.
His audiences accept him as one of the family.
They write him; they hang on his words.
He has great responsibility.
He lives up to it.

the storz stations salute the disc jockeys of america

on the eve of the First Annual Pop Music Disc Jockey Convention and Programming Seminar, to be held under Storz Station Sponsorship, March 7-8-9, 1958, in Kansas City, Missouri

soundings



Radio Set Sales Largest Since 1948

Radio set sales in 1957 had their biggest year since 1948, figures by the Electronics Industries Association reveal. Last year also represented the sixth highest year since commercial radio began in 1922, EIA notes (see *Airwaves*, p. 3). Transistor radios had a big year, too. EIA reports that 1.6 million transistor portables were sold along with 2.9 million transistor auto radios. With these sales, 49 percent of all portable radios, and 51 percent of all car sets sold were transistor equipped in 1957.

WIP to Release Data On National Spot Advertisers

WIP Philadelphia, Pa., will make information available on the schedules of its national advertisers, Benedict Gimbel Jr., president and general manager, reports. The schedules will be available at the end of each year to advertising agencies in book form at $25 per copy. Mr. Gimbel states that since everyone in the industry has been paying lip service for years to full disclosure of spot radio figures, he hopes other stations will soon follow WIP's example.

McGannon Stresses Popularity Of Nighttime Radio

Donald McGannon, president, Westinghouse Broadcasting Co., reports that a survey shows that 29.7 million persons are listening to nighttime radio in a given week. This figure, prepared on a seven-day cumulative basis, does not include an additional estimated 25 percent of out-of-home nighttime listeners. If it did, Mr. McGannon told a seminar of the Radio & Television Executives Society in New York, the total nighttime radio listeners would exceed the 33.7 million homes watching television at the same time.

Radio Campaign Planned For Champion Plugs

J. Walter Thompson reportedly is working on a new campaign for Champion Spark Plugs based on the idea that the best way to reach motorists is through radio. The agency has suggested a musical approach, and while several jingles have been written, no final decision has been made.

MBS Backs Traffic Control Plan

In an effort to enhance radio's role as a constant companion for the motorist, Mutual Broadcasting System is backing a plan in Washington to gain Congressional aid in controlling traffic on superhighways. If it reaches fruition, governors of each state would be asked to release regular traffic information throughout the day to all news media.

Report on Techniques Of Audience Measurement

A report on the basic techniques of measuring radio listening has been prepared by NAB. It also suggests experimental studies which might yield needed information. The report notes that one of the basic requirements of radio measurement today is obtaining out-of-home measurements that can be combined with in-home.

Stanton to Receive NAB Keynote Award

Dr. Frank Stanton, CBS president, will receive the Keynote Award of the National Association of Broadcasters on April 29 in Los Angeles. Other winners have been Brig. Gen. David Sarnoff, chairman of the board, RCA; William S. Paley, chairman of the board, CBS; Mark Ethridge, publisher, *Courier-Journal* and *Louisville Times*, and Robert Kintner, formerly president of ABC, and now executive vice president, NBC.

Bartell Group Family Radio Produces

KCBQ 1170 in SAN DIEGO

GRAND SLAM

All day . . . every day and Sundays . . . every rated quarter-hour gives KCBQ the biggest San Diego audience by a grand slam (Pulse, Oct.-Nov.) Another endorsement for the **Bartell Group trump card — FAMILY RADIO.**

Bartell Group programing in six major markets demonstrates how a general audience can be kept intact *and growing* by a continuous program service of broad acceptance. No audience fragmentation by willful slanting to special groups.

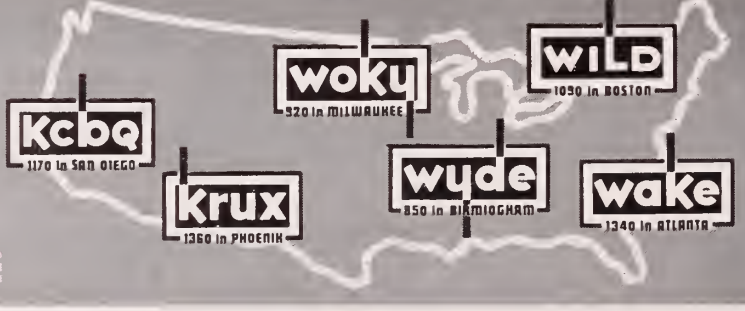
Result: Advertisers always reach buyers.

Double and redouble the power of your campaign in Bartell markets . . .

Bartell It... and Sell It!

THE BARTELL GROUP

RADIO FOR FAMILY LIFE



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

washington

Official 1956 Revenue Figures Show Radio Gain

When the many revenue figures of radio-1956 were finally computed by the FCC and released last month, total revenue for that year was established at $180.6 million . . . a rise of six percent over 1955. The Commission, in its annual report on am-fm financial data, placed radio profits for 1956 at $42.9 million, a seven percent increase over 1955.

Signals Got Crossed In Moulder Inquiry . . .

The plot thickened. The House Legislative Oversight Subcommittee is in the midst of an on-again-off-again investigation that could drag on for months. Under the chairmanship of Representative Morgan Moulder (D-Mo.) the subcommittee was created to determine whether or not regulatory agencies—amongst them the FCC—were administering the law as Congress intended. But when Congress reconvened, the tug-of-war between two factions in the subcommittee became apparent. Rep. Moulder, backing his chief counsel Bernard Schwartz, announced that misconduct of FCC personnel would be reviewed in public hearings which began in late January. In a matter of days a revised agenda—the result of pressure from subcommittee members not in sympathy with the Moulder-Schwartz move—indicated that rather than pinpoint the shortcomings of the FCC, the subcommittee would take a general look at all regulatory agencies.

. . . And the FCC Emerges As Prime Target

Again, in a matter of days, the hearings were back on the sidetrack with the publication of a "confidential" subcommittee staff report detailing allegations of wrong-doing in the FCC. The charges were serious and having appeared in print from an undetermined "leak" source they became a matter of public record and the men against whom they were filed must be heard out.

Bricker's Network Rule Spotlighted Again

If Senator John W. Bricker (R-O.) has his way, this session of the 85th Congress will see the Senate pass his bill giving the FCC regulatory control over networks. He hopes for House passage, too, but should that not materialize, the bill will be in a front position for House action in the 86th Congress. Sen. Bricker, the ranking Republican of the Senate Interstate & Foreign Commerce Committee, chairmanned by Senator Warren Magnuson (D-Wash.), anticipates hearings will be held shortly but no schedule has been set.

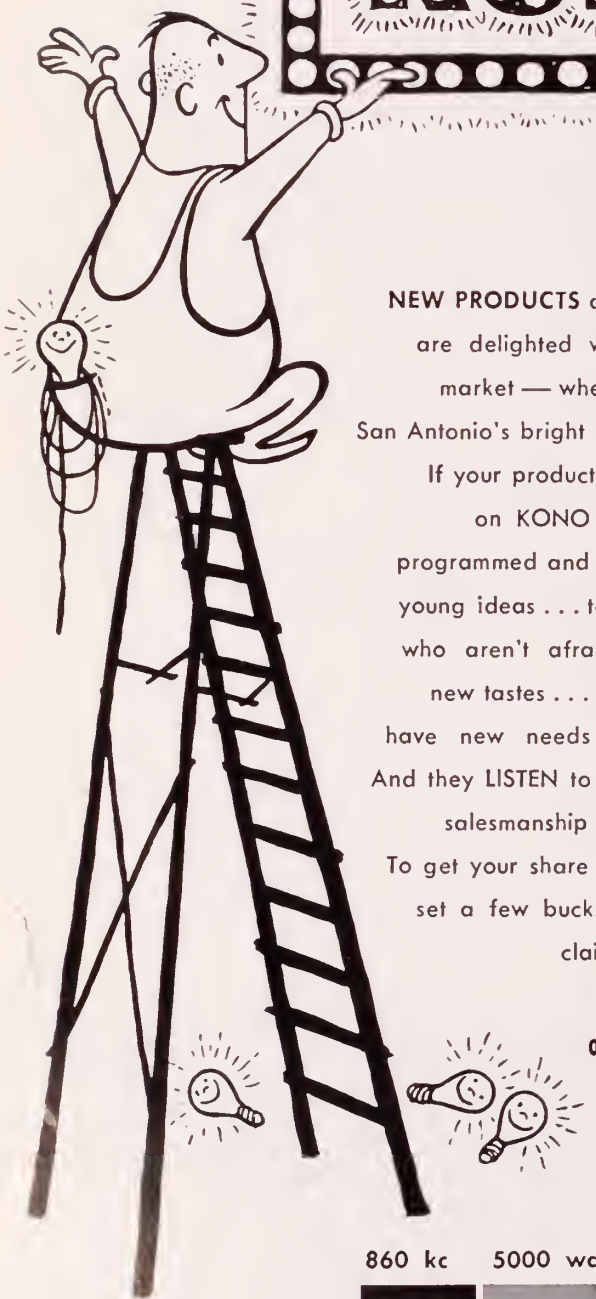
ASCAP-BMI Feud Moves Into Senate Hearing

An arm of this same Senate committee—the Communications Subcommittee—will tackle music licensing problems in hearings announced for March 11 on a bill to outlaw ownership by stations or networks in record companies and music publishing firms. The author of the legislation, supported by ASCAP and the Songwriters Protective Association, is Senator George Smathers (D-Fla.). It is Sen. Smathers' opinion that network ownership in BMI has created a monopolistic situation which is gradually edging ASCAP music off the air.

Broadcast Legislation in the House & Senate . . .

A subtle threat to institutional advertising, the equal time issue and excise taxes have turned up in early legislation in this session of Congress. Two bills introduced in the House by Representative Lester R. Johnson (D-Wis.) have been labeled dangerous by the Advertising Federation of America. The bills would prohibit "certain types of advertising" from being deducted from public utilities' income tax. Representative Brooks

NOTHING SELLS SAN ANTONIO LIKE KONO



NEW PRODUCTS and old favorites alike are delighted with the San Antonio market — when they're plugged on San Antonio's bright spot — KONO Radio. If your product is good — it will sell on KONO — because KONO is programmed and beamed to appeal to young ideas . . . to fast-thinking people who aren't afraid of new ideas . . . new tastes . . . to young families who have new needs and new incomes. And they LISTEN to the smooth, swinging salesmanship of KONO'S deejays. To get your share of this big market — set a few bucks aside to prove our claim — then call your

H-R Representative
or Clarke Brown Man

860 kc 5000 watts

KONO

SAN ANTONIO *Radio*

washington (cont'd)

Hays (D-Ark.) has filed a bill which stipulates that to qualify for equal air time, candidates for the presidency or vice presidency must represent a party which polled at least four percent of the votes cast in the preceding election. The bill also protects broadcasters from court action resulting from "defamatory statements" made by a candidate on his station. Broadcasters, however, would not be allowed to censor political broadcasts. Stations using long lines facilities stand to gain from passage of a new bill authored by Representative Thaddeus M. Machrowicz (D-Mich). Legislation calls for the repeal of the 10 percent excise tax on communications services.

Radio Promotion Plans in Works at NAB

A radio film for group showing and a special radio promotional booklet for member stations are in the works at NAB. The latter is in the discussion stage with format, subject matter, etc., still not decided upon. But the film is underway. Although a shooting schedule has not been set a certain amount of stock footage will be used to trace radio's contribution to news and special events coverage. The film will run between 15 and 20 minutes in length. Approval of the projects was one action of a meeting of the Joint Boards of NAB at their recent conclave in Phoenix, Ariz., where a budget for the coming year of $974,000 was voted by the board. That's $22,000 more than the present budget. At least half of the increase is earmarked for public relations activity in which radio will share.

NAB Radio Board Votes for Radio Month

Among other significant NAB Radio Board decisions were:

- Supplant Radio Week with Radio Month starting May 1.
- Launch a study of the music copyright problem on that same date with an eye on Dec. 31, when current contracts between radio outlets and ASCAP will expire.
- Adopt an audio-visual symbol—long in the works—for use by stations subscribing to NAB's Radio Standards of Good Practice.

the *Silver Mike*

THIS MONTH:

MARION HARPER JR.

President of
McCann-Erickson Inc.

His Agency Among Top Radio Spenders

Marion Harper Jr., president of McCann-Erickson Inc., one of the world's largest agencies, is an advertising leader whose faith in radio remains constant.

His agency ranks among the top four in radio spending, and has been steadily increasing its radio usage in recent years. In 1958 the agency will step up its radio buying still further, according to Mr. Harper.

"On the basis of plans already approved and others to be recommended, we are confident that our clients will make greater use of radio in 1958 than in 1957," Mr. Harper states.

Among the media advantages of radio, he cites these:

"Radio is especially attractive for the needs of many of our clients because it provides mass communications, low cost per thousand, budget and geographic flexibility, and other values that make it a high-impact medium."

Mr. Harper, who became president of McCann-Erickson at the youthful age of 32, found time during his spectacular rise as an executive to pen numerous articles on radio advertising and research for professional advertising and research journals.

He was born in Oklahoma City, Okla., on May 14, 1916, attended Phillips Andover Academy, Andover, Mass., and was graduated from Yale University in 1938. A year later he joined McCann-Erickson in the copy research department.

During the next decade in cutting his pathway to the presidency, Mr. Harper gained great familiarity with the sound medium through posts as manager of copy research and director of research. He was then appointed vice president in charge of research and merchandising. Before he himself became president in 1948, he served as assistant to the then president, Harrison K. McCann.

During his tenure at the head of the agency Mr. Harper has emphasized the importance of a worldwide marketing concept to fulfill the potential of today's sales opportunities. He is convinced that the modern agency must be more "consumer-minded" than ever before, and that in charting public attitudes it should provide an extension of the client's own marketing information.

Flexibility in the face of changing conditions is one of the primary aims of Mr. Harper's approach to advertising. Radio is an important tool of this concept because of "its proved adaptability and imaginative response to changing market situations. Radio has a promising future based on its inherent strengths," Mr. Harper declares.

Since he became president of the agency nine years ago, McCann-Erickson has grown from 24 offices and 1200 employees, to 38 offices in 16 countries employing nearly 3,500 persons. • • •

the only Buffalo Station that can pass the "Thruway Test"

COMING EAST to the New York State Thruway, you pick up WGR RADIO **loud and clear,** way out in Ohio.

GOING WEST on the Thruway, you pick up WGR RADIO **loud and clear,** just past Syracuse.

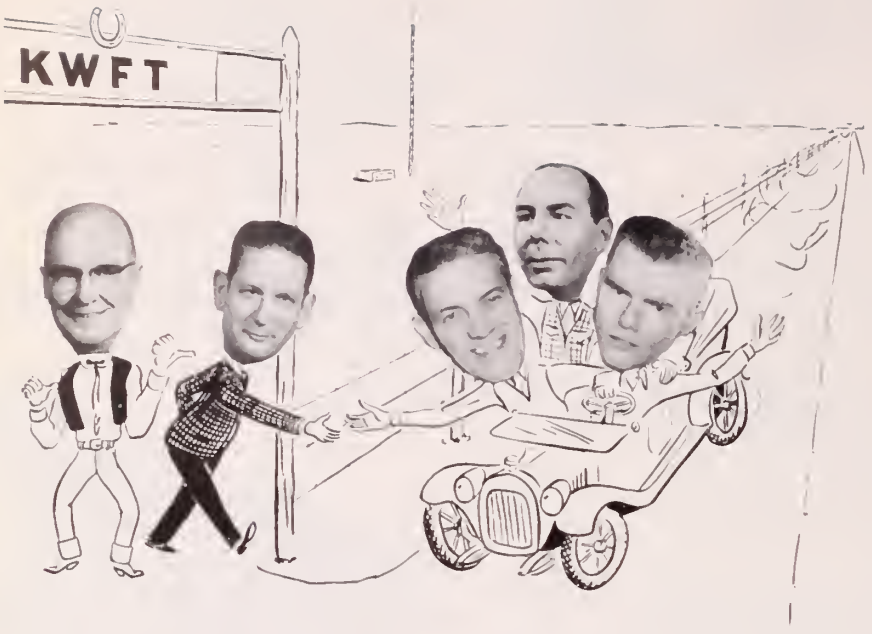
IF YOU WANT maximum coverage in the $4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes . . . 1,000,000 cars.

ABC Affiliate. Represented by Peters, Griffin, Woodward, Inc.

BUY WGR RADIO

BUFFALO'S FIRST STATION

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg



LOOK WHAT BLEW IN FROM KANSAS...

. . . to help run KWFT . . . my old sidekicks . . . Homer Cunningham, program director . . . Lew Dickensheets, assistant manager . . . and Dave Dary, news director. Greeting them is Les Pierce, sales manager.

If you know these guys, you know why I snared them . . . they're the greatest!

The mug at left is me, Ben Ludy . . . proud new prexy of KWFT. We bought this station for its fantastic coverage . . . 1/2 mv/m radius of nearly 250 miles . . . in the rich Southwest.

It's a great station . . . and getting greater! A big value for your ad dollar . . . and getting bigger! Your H-R man has all the dope.

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

620 KWFT kc -- Wichita Falls, Texas

Call Your H-R Man

LETTERS TO

On Commercials

It would seem that both the Emil Mogul Co. and Smith, Taylor & Jenkins introduced the technique of integrating live and canned commercials at about the same time. (See *Commercial Clinic,* Jan. 1958.)

I'm sure that Mogul had no knowledge of the fact that we were preparing commercials along these lines, and I assure you that we had no information regarding their activities.

It's just one more bit of evidence to prove that ideas are conceived almost simultaneously in widely separated parts of the country.

Leslie B. Sterne
Radio Director
Smith, Taylor & Jenkins Inc.
Pittsburgh, Pa.

Car Radio

Congratulations. Just what the radio industry has needed for some time . . . an exclusive magazine with a format that's great. Keep it up.

Also, would like to comment on the Mobile, Ala., study you credited us with. (See *Soundings,* Dec. 1957). We are not at this time scheduling a Mobile study, but would like to add that it caused quite a stir, as we received quite a number of inquiries that could only be directly traced to U. S. RADIO. I might mention that Auto Radio Surveys will not release any study dates, as we stress a secret period for gathering our field information.

Hugh Riker
President
Auto Radio Surveys
Albuquerque, N. M.

Farm Figures

In the December issue . . . there was an article using figures from a recent survey done by the National Association of Television-Radio Farm Directors on farmers' listening habits.

Would you be good enough to send me this survey?

R. D. Monson
Feed Supplement Advertising Manager
Chas. Pfizer & Co. Inc.

Silver Mike

I was delighted to find that I had been singled out for your Silver Mike award and am looking forward to receiving the statuette.

You were most complimentary in your story. I just hope that I will be able to live up to some of those accolades.

Don McNeill
Breakfast Club
Chicago

THE EDITOR

Canada

. . . I can't tell you how delighted we in the broadcasting business have been and are with the type of material and alert reporting that is being conducted within the pages of your periodical. I am only a little sorry that you can't change that "U.S." to "U.S. and Canadian Radio."

Stuart MacKay
General Manager
All-Canada Radio Facilities Ltd.
Toronto

We were all impressed with your column, "Report from Canada," on the Bureau of Broadcast Measurement. It was excellent.

Charles C. Hoffman
Executive Vice President
Bureau of Broadcast Measurement
Toronto

Fresh Articles

I have just finished reading an issue of your magazine. The articles were interesting and the general theme was nice and fresh. . . . it's fine to see a publication devoted exclusively to this medium.

Elvin Feltner
Production Manager
WHIS Bluefield, West Va.

Useful

Long overdue congratulations are in order for U. S. RADIO. We've found it useful. Keep up the good work . . . it's needed in our industry.

George Gothberg
President
WFPA Fort Payne, Ala.

Response

Your recent issue had a feature on Eye & Ear Inc. . . . I would appreciate it if you would forward the enclosed letter to their Mr. Kayne. I am sure he will be interested in knowing we read about him in your excellent magazine.

We read it from cover to cover and always get more than one worthwhile idea from it.

Harvey M. Clarke
Promotion Supervisor
CFPL London, Canada

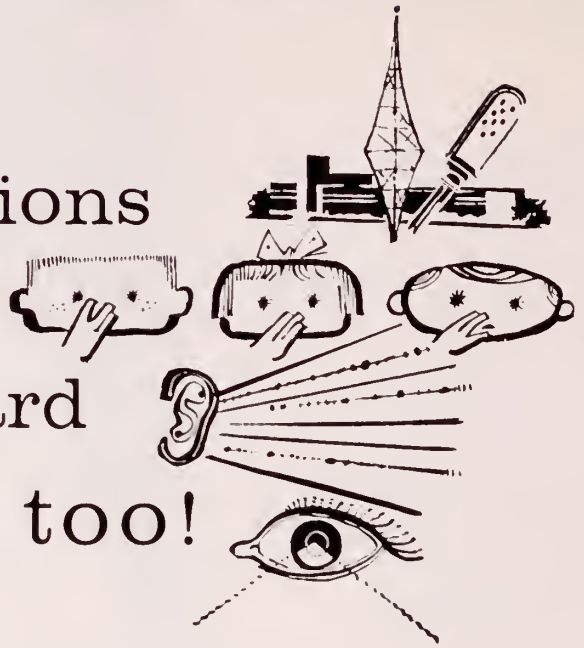
For Radio

We at WBRK would like to congratulate U. S. RADIO on your initial issues. We feel that radio, with over 3,700 am and fm stations should have a publication, of, by and for radio.

Walter Kearsey
General Manager
WBRK Pittsfield, Mass.

modern adage for time buyers . . .

radio stations
unlike children
should be heard
and <u>seen</u>, too!



and that's why wherever you go in the Detroit area . . . from downtown towers *to suburban streets* *from busy traffic intersections* *to crowded shopping centers* *you'll find WXYZ broadcasting from* *mobile trailers and permanent booths* *where your product is displayed* *to*

catch their eye on the way to buy!

wxyz • radio detroit

"Detroit's Most Mobile Station"

Represented Nationally by John Blair & Co.

ABN
AMERICAN
BROADCASTING
NETWORK

Car Radio Accounts For Up To 55% Of Total Listener Audience At Peak Times

Car Radio: A 24-Hour Dimension In Listening

For America on wheels, car radio is adding a new 24-hour dimension to radio listening. With more than 36.5 million radio-equipped cars, there is hardly a time of the day when auto tune-in is not a measureable factor.

During the course of the week, the level of listening can be as high as 55 percent of the total radio audience. Generally, the car audience accounts for between 25 and 50 percent of the radio audience during normally heavy driving hours of the week.

The importance of auto listening to the advertiser is clear. This segment of the audience is no longer just a bonus to regular listening. It's an integral and identifiable portion of the total audience. In addition, listening in cars has several unique properties of its own. The driver-listener, as he hears the groan of his engine under the hood, is an ideal market for automotive and auto accessories' advertising pitches.

Just as pertinent is the fact that this listener is on his way past numerous roadside shopping centers in this era of de-centralized retailing. In addition, he may also be on his way to city shopping from a suburban residence.

An evaluation of car radio by one of the larger national advertising agencies is given by Arthur Pardoll, broadcast media supervisor at Foote, Cone & Belding Inc., New York. He

At press time: *Auto Radio Surveys has announced it has joined C. E. Hooper Inc. as a division. Below is the first report on how Auto Radio Surveys operates.*

says, "Particularly for our automotive accounts we find car radio important. We estimate it as about a 25 percent factor during peak hours."

And a broadcasting executive, Dr. Tom Coffin, director of research for NBC, states, "Car penetration is increasing with more leisure time. It is a growing factor on the radio audience."

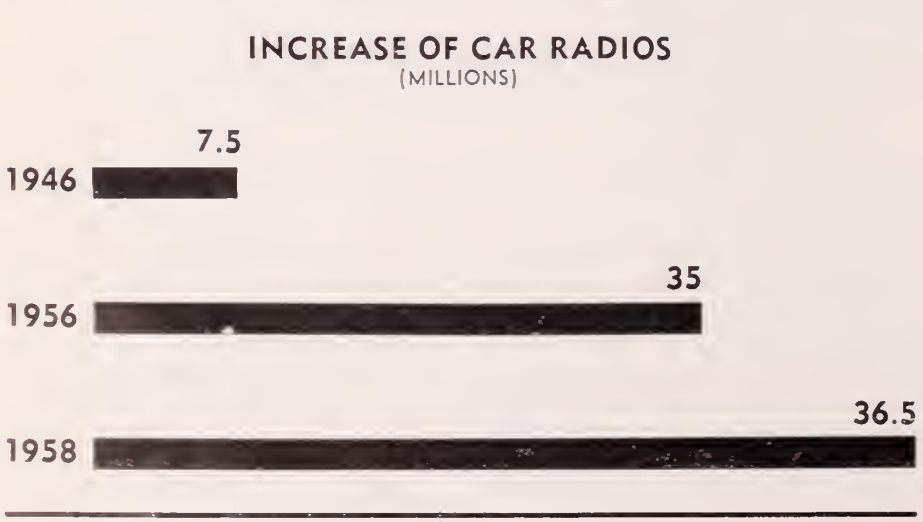
Today's car penetration—36.5 million auto radios—enables advertisers to reach more than 65 percent of the nation's households. The number of receiver-equipped cars has been a markedly growing factor for more than a decade – and a major reason for the mushrooming of auto listening.

In 1946, there were 7.5 million car radios. In 1956, there were 35 million. This is a 366 percent increase for the 10 years, according to RAB estimates.

The number of new cars sold with radios also has been on the upswing. In 1954, 81 percent of new cars were radio equipped. In 1955, it was 83 percent and in 1956 it was 86.2 percent. A report soon to be released by RAB will reportedly show that in 1957 about 90 percent of new cars were sold with radios.

The great advertiser interest in car listening has sparked a chain of research throughout the radio industry. Some of the developments along these lines are:

- The creation of a research firm, Auto Radio Surveys, devoted exclusively to the measurement of the car and out-of-home audience. This firm, headed by Hugh Riker, expects to be in 100 markets by April 15. (At press time, ARS announced that it had become a division of C. E. Hooper.)
- The Hooper firm hopes to be able to offer in six months an electronic method of gauging car listening and car sets-in-use. Up to now, Hooper has been using the personal coincidental technique at intersections in taking special measurements of radio listening. The other major rating services have been active, too. Pulse has been providing an out-of-home measurement through its interview technique for almost 10 years. And Nielsen has been using a recordimeter attached to the car radio in conjunction with an audilog kept by the driver.
- On the national level, both the networks and representatives have come up with considerable data on various aspects of car radio. Mutual Broadcasting System has gathered information from state turnpike authorities which shows that traffic on these super roads is distributed throughout the day, with late-night and early-morning car passage accounting for a sizeable share of total traffic. CBS has done a study showing that as long as people are driving, they are listening. And NBC has measured the car listening factor for *Monitor,* a program it feels is particularly aimed at people on the move.



Politz Studies

- Among the representatives, the Henry I. Christal Co., along with some of its stations, has employed the Alfred Politz research organization for several years to measure the total radio audience. The findings as far as car listening is concerned are quite significant. In fact, the latest survey, due to be released soon, is understood to show the car audience as a very integral part of total listening, especially at certain times of the day.
- Along the lines measuring radio as a medium, the Robert H. Sindlinger Co., business analysts, has been measuring the radio audience since Oct. 1954 and expects to issue a final report in a couple of months. The firm estimates that car radio accounts for up to 35 to 40 percent of the total audience.
- On the local level, many sta-

tions have gauged the size of their car radio audience. Such things as traffic flow charts and information on peak driving hours are being used by stations.

Of particular interest to advertisers and their agencies is the amount of time Americans spend listening to their car radios. It is estimated that over an entire week—on a 24-hour basis—about 75.6 percent of families who own radio-equipped cars listen to them. Pointing up the round-the-clock nature of car listening, it is noted that more than 56 percent of these families listen during such hours as 6 p.m. to midnight, compared with more than 69 percent from noon to 6 p.m.

Listening Hours

Moreover, the average family with an auto radio spends 6 hours and 52 minutes a week listening. As for audience composition, men dominate. During the average week, on a quarter-hour basis, 51 percent of the car audience is men, while 27 percent is women from 6 a.m. to noon. The remainder are teenagers and children.

In addition to the build-up car radio has received from the number of new autos sold with receivers, the figures on cars traded in are just as pertinent. It is estimated that 77.1 percent of all cars that were traded in for new 1956 models were radio equipped.

Since 1955, there has been a rash of activity aimed at learning more about car listening. One of the most recent developments has been the organization of Auto Radio Surveys, headed by Hugh Riker, a former ad man. The firm has been in business since last August and already has conducted surveys for 35 stations in 10 markets. It hopes to be able to offer its service to networks by April 15 when it expects to be in 100 markets. Up to now, Mr. Riker has headquartered in Albuquerque, but beginning this month he has set up his main office in New York.

Mr. Riker's firm will not conduct a survey in a city unless two stations or more sign for the service before the survey begins. This is done for reasons of sharing the cost as well as giving the results added recognition. When the results of the survey are tabulated, Mr. Riker asks the stations not to use them for anything but promoting the commercial value of the size of the car audience. His wish is that stations do not use the results to promote their operations in the same way as they use standard audience ratings.

Auto Radio Surveys has conducted car radio measurements in Denver, Colo.; Ft. Worth, Dallas, Amarillo and Lubbock, Tex.; Shreveport, La.; Jackson, Miss; Tucson and Phoenix, Ariz., and Albuquerque, N. M.

Part of Mr. Riker's method is highly confidential — the method he uses to gauge total car sets in use. The other part of the survey—dealing with share of audience, audience composition and general characteristics of car listening — is accomplished through personal coincidental.

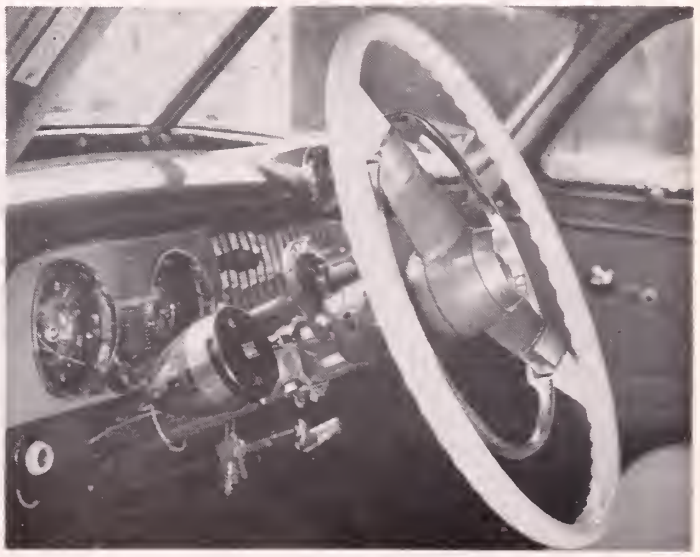
In the Dallas survey, for example, 15 to 20 interview locations were set up in shopping centers. Another three to five locations in industrial parking lots and two to three points at downtown parking lots.

Another feature of ARS is that it can measure the audience by make

(Cont'd on p. 50)

Car Audience: Around-the-Clock Potential As Indicated by Toll Highway Revenue

	% of total revenue
West Virginia Turnpike 6 p.m. to 4 a.m.	40.3
Oklahoma Turnpike 6 p.m. to 4 a.m.	34.24
Garden State Parkway 6 p.m. to 4 a.m.	37.5
Kansas Turnpike 2 p.m. to 10 p.m.	50.0



Nielsen measures car radio by installing a recordimeter. The driver keeps an audilog, too.

Anheuser-Busch — a top beer producer — is spending more than $2 million on national spot radio this year . . . . proving

Where There's Radio

Anheuser-Busch Inc., St. Louis, Mo., one of America's top beer producers last year, is earmarking over $2 million for radio in 1958—after entering the medium extensively for the first time on a national basis in 1957. The amount allotted to radio is already approaching 20 percent of the company's ad budget estimated at $12 million.

The brewery used national spot radio extensively last year, and, according to Anheuser-Busch's advertising manager, R. E. Krings, "We now consider radio as an integral part of our campaign to build our product image in the minds of our consumers."

The brewery's radio expenditures in 1957 put Budweiser on the air over 292 stations in 178 markets, according to Mr. Krings, who states that 1958's schedule will cover approximately the same territory. "The markets in which we use radio give Budweiser approximately 91 percent of its sales volume," Mr. Krings states. "At the present time we are in spot radio exclusively."

Although Anheuser-Busch is one of the industry's latest converts to the senior air medium, the company

R. E. Krings, advertising manager

Harry W. Chesley Jr., D'Arcy pres.

John C. Macheca, account exec.

There's Bud

is already spending more money in radio than any other brewery, according to a report issued by the Radio Advertising Bureau.

In its first big plunge into national radio since the early 1930's, Anheuser-Busch has gained recognition in the broadcasting industry for its clever commercials — notably, "Where there's life . . . there's Bud."

On the advice of D'Arcy Advertising, St. Louis, the "Where there's life. . ." theme will constitute the only commercial approach for Budweiser's 1958 radio schedule.

"Now that we are back in radio on a large scale, we are working to create an image of youth, vitality and quality for Budweiser," says H. Robert Thies, account coordinator at D'Arcy. "Our 'Where there's life . . . there's Bud' commercials were pointed in this direction last year, but conveyed a more relaxed mood than the variations we plan this year."

Robert E. Johnson, head of D'Arcy's radio-television creative department, who developed the jingle last year, states that the agency's 1958 variations could well be summed up by the phrase "Bud with a beat," and will include at least 10 new, "lively" versions. The agency does not expect to repeat any of last year's 22 variations.

Mr. Thies states that the new versions will be aired at the rate of 30 to 150 spots per week in a given market. The pattern will be three weeks on and one week off in some markets. Minute commercials will predominate, but there will be a considerable number of 20-second and 10-second spots bought.

"Because Budweiser is a premium priced beer that never goes on sale, and which is never involved in giveaways or 'deals,' it is a very difficult thing to judge the impact on sales of any given medium. We use all media in our major markets, and when sales go up, we feel that the component parts of our advertising are paying off. Radio is one of the primary components," Mr. Krings says, "and we are very pleased with it.

"Our management, our field sales organizations, our 951 wholesalers and their men are all very enthusiastic about radio. In fact, I might say that their appreciation of it has developed into a tide of approbation."

Anheuser-Busch's wholesalers, Mr. Krings points out, were instrumental in the company's rediscovery of radio on a local and regional level after World War II. The wholesalers, who may advertise independently of the parent company if they wish, were buying radio time in their own districts and petitioning D'Arcy for commercial copy. (About 30 percent of the wholesalers elect to supplement the manufacturer's advertising budget with their own funds.)

"The wholesalers' use of radio accounted for one phase of our revived interest in the medium," Mr. Krings says. "Another reason was the purchase of the St. Louis Cardinals in 1953 by our president, August Busch Jr. This led us into the regional sponsorship of the baseball broadcasts on radio."

One of the major causes of Budweiser's return to national radio since the 1930's was an increase in production.

"After the repeal of prohibition Anheuser-Busch was not able to sup-

ply the demand for its beer," Mr. Krings states, "and the use of radio would have only compounded our problem."

When war broke out metal shortages cut down on the production of beer cans and bottle crowns, thus reducing Anheuser-Busch's already insufficient output still further.

It was not until the company's west coast plant was completed in 1953 that the supply of Budweiser began to meet the demand, according to Mr. Krings.

"During those years of shortage the company's advertising budget was sparse, and we advertised principally in magazines," Mr. Krings explains.

"Early in 1953 St. Louis was face to face with the prospect of losing the Cardinals baseball team. Mr. Busch stepped into the civic crisis with an offer for the club that kept the Cardinals in St. Louis and paved the way for a welcome reunion between Budweiser and radio. By the opening of the 1954 season Budweiser was airing the Cardinals' games on a full sponsorship basis over approximately 100 radio stations in the Midwest," Mr. Krings says. "We also sponsored the games of eight minor league Cardinal farm clubs in other parts of the country. These programs increased our expenditures for radio some 2,000 percent over the previous year. To further bolster radio coverage we added a network show with Bill Stern doing a sports program across the board on 332 stations of ABN (then ABC)." (This show went off the air in 1955.)

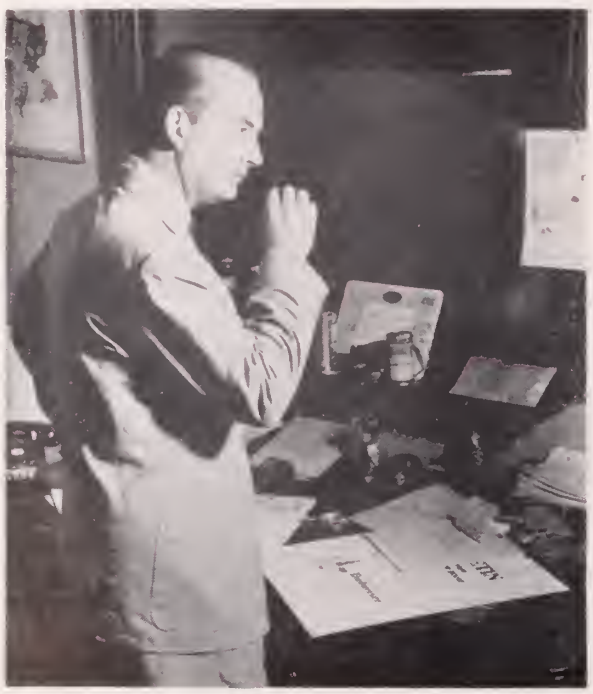
The sports sponsorships were so successful that the brewery began to expand its radio use to include spot on a national basis. "But this did not achieve significant proportions until plans were being drawn up for 1957," Mr. Krings says.

When Budweiser began to go into national spot, the company's lower priced beer, Busch's Bavarian, took over the Cardinal sponsorship. Busch's Bavarian has been on the market since 1955, and is distributed within a 350-mile radius of St. Louis. Production of the two beers made Anheuser-Busch probably the number one beer producer in 1957, with a total output of 6,115,762 barrels, according to Mr. Krings.

Early Radio Use

Anheuser-Busch, among the first in the industry both in beer production and in radio expenditures today, was also one of the first breweries to use radio when the medium was in its infancy.

The company's radio history goes back to 1929 when August Busch Sr. "created an acute case of jitters at D'Arcy" by deciding to use the brand new medium to advertise Anheuser-Busch's malt syrup product,



H. Robert Thies, D'Arcy's Budweiser account coordinator.

Russ David, arranger (left), and Robert Johnson, writer.

Budweiser commercials have won two Radio Advertising Bureau Inc. awards.

Mr. Krings explains. (The then 77-year-old brewery had been forced to switch over to that non-alcoholic beverage to stay in business during prohibition.)

Sales Went Up

Mr. Busch selected a performer named Tony Cabooch to sell the malt syrup. Mr. Cabooch, a dialectician, constituted a one-man show. As time went on and sales went up, D'Arcy and Mr. Busch decided that Tony was good enough to put on the CBS network. In those early radio days, just as now, advertisers had many ways of checking the size of the audience.

Mr. Busch, to support his judgment, insisted that listeners be asked to send in malt syrup labels to provide a measurement of the audience. "Mountains of labels came in," Mr. Krings says, "but it was then 1933 and legal beer was on the way in, and malt syrup and Tony Cabooch were on the way out."

After prohibition was repealed, Mr. Krings recalls that "many breweries scrambled to get into radio. Anheuser-Busch felt, on the other hand, that it would be inadvisable to rush into an intimate, personal medium like radio to sell beer, so close upon the heels of prohibition. We were fearful of an adverse reaction on the part of the public. We wanted to give people a chance to become accustomed to the fact that beer was again part of their lives. As a result we stayed out of radio nationally until 1956, when D'Arcy originated out first musical commercial."

Commercial Award

The 1958 musical radio campaign is the third created for Budweiser by D'Arcy. Both previous series, those of 1956 and 1957, won the Radio Advertising Bureau's "Golden Disc" award as outstanding commercial campaigns.

In addition to Messrs. Johnson and Thies, an equal share of the credit for Budweiser's radio success goes to D'Arcy's president, Harry W. Chesley Jr., who is also Budweiser account supervisor, and to John C. Macheca, vice president and Budweiser account executive, who has been working on the sales campaigns of the brewery since 1949.

Selling Wallop

"Radio is for those advertisers who know that radio commercials can be good listening and can deliver a selling wallop at the same time," Mr. Krings concludes. "We've proved that to ourselves at Anheuser-Busch; we know that this medium offers rich rewards to ingenuity in the presentation of ideas, and we know that, beyond the over 100 million radio sets in circulation, millions on millions of new radios are sold every year because people want to listen." • • •

Banking

Among the more than 350 banks included in the U. S. RADIO sampling, these were the programs or spots preferred:

on Radio

More than 78 percent of America's banks are using radio in greater proportion. Programs with public service aura dominate usage.

The nation's banks will depend more on radio in 1958 than ever before to reach their prospective customers. This trend is revealed in U. S. RADIO's nationwide sampling of banks and stations.

It is estimated that more than 78 percent of America's banks will use radio in 1958.

The Texas Bank & Trust Co., Dallas, for example, is increasing its radio use by 200 percent for 1958. It has been spending at the rate of $40,000 a year.

The First National Bank of Portland, Ore., which had 30 percent of its 1957 advertising budget in radio, will use 35 percent more this year. The First Western Bank & Trust Co. of San Francisco adds 10 percent more radio to 1957's 15 percent.

An overwhelming preference by banks for the "traffic hours" of 7-9 a.m. and 5-7 p.m. is revealed in U. S. RADIO's national sampling.

Bank executives, among the regular users, are almost unanimous in their preference for these times. For example, the First National Bank of Boston, a radio advertiser for 27 years, uses programs only in the 7:30-8 a.m. time peroid. The bank shows its faith in the medium with a $50,000 yearly outlay, 20 percent of its total ad budget.

The Provident Tradesmens Bank & Trust Co. of Philadelphia, Pa., with an annual radio expenditure of $30,000, insists on 7:30 a.m. and 5:30 p.m. programs.

The same periods are utilized by the Indiana National Bank of Indianapolis, which spends $28,000 a year, and the First National Bank of Atlanta, Ga., also in the $28,000 group. A minority of institutions, like the Bowery Savings Bank of New York, with $50,000 yearly in radio, states no time preference for its announcements.

Explaining his agency's big buy for the Portland Savings Bank on WGAN Portland, Me., Arthur Stavros, president of Orr, Pope & Moulton, Concord, N. H., says:

"When we first explored the advertising needs of the bank we were faced with the paramount question: What medium will most help the bank 'catch up' to the efforts of competing savings institutions, maintain constant identity of the bank in the public eye, and then proceed to build new deposits?

"The problem was further complicated," he notes, "by the fact that two jobs had to be done—selling the bank services and promoting good will in the institutional sense—and both on a limited budget.

"We chose daytime and nighttime radio to help solve the problem. We believe we have made a good beginning in selling services and in institutional advertising for the bank."

Banks in almost all cases stick to programs or adjacencies to programs which have an aura of public service. News is the heavy choice, along with time signals, weather and sports shows. Many sponsor originations of local sporting events, especially high school football and basketball.

Typical is this comment by L. S. Armstrong, president of the St. Joseph Valley Bank of Elkhart, Ind., a 15-year client of WTRC: "Covering sports, news, and other major events, we have made radio the major expense item in our budget.

"It is certainly my feeling that the

dollars spent in radio have been far and away our most productive in both direct and intangible benefits. This low-cost, high-return medium is certainly the real leader for an organization such as ours."

Banks using "traffic time" newscasts pitch their messages to the head of the household on his way to and from work, or those catching up on the latest developments at home. These times are often utilized to announce low-cost loan plans for homes, autos or vacations, the U. S. RADIO survey shows.

The noon news reports, plus time and weather spots throughout the day, are usually aimed at the lady of the house. Special checking accounts to help her in paying bills and savings plans such as the Christmas Club are advertised at these times.

The messages during high school basketball and football originations, usually at night, advise the whole family on the values of savings accounts and thrift plans.

Results of U. S. RADIO's study indicate that radio success stories are the rule rather than the exception with banks. In McKeesport, Pa., for instance, the First Federal Savings & Loan Assn. sponsors a regular local newscast, local basketball games and employs occasional spot announcements over WMCK and WEDO. In only four years of operation, according to the bank's manager, volume is three times greater than his most optimistic estimates. He credits the results to radio.

Many new banks credit radio with their initial success. When the First Federal Savings & Loan Assn. began operations in Dec. 1956 at Summerville, Ga., its only form of advertising was four spots a day over WGTA. In two months these spots, designed for investment rather than loan, brought in more than $200,000 in local money. Another First Federal recently opened in Moscow, Ida., credits almost all of its early savings accounts to radio spots.

Banks generally count on radio, the survey shows, to announce new features and services. When the First National Bank & Trust Co. of Corning, N. Y., introduced the "Auto Teller" automatic depositing device, it used WCLI for all advertising. The bank credits the announcements for increasing customers nearly 200 percent in 10 days.

In a two-year period, the Litchfield National Bank reportedly rose from third place to first in Litchfield, Ill., after putting 100 percent of its ad budget into WSMI news shows.

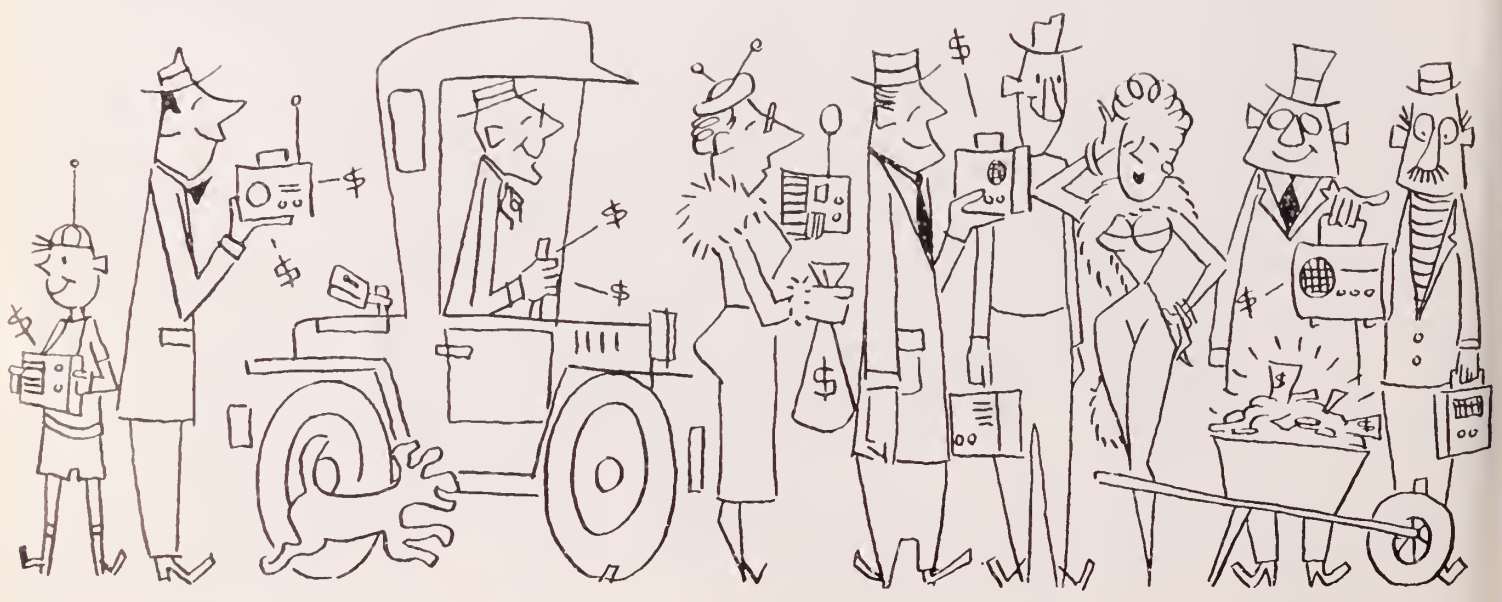
In Bradenton, Fla., WTRL handled a promotion for the Palmetto Federal Savings & Loan Assn. promising a gift to new depositors. The promotion, originally scheduled for the entire month of January and for repetition in July, was cancelled after two weeks when gifts ran out.

Many stations have the problem of serving more than one bank. Alert sales managers have approached institutions based on the individual advertising job required.

An example is WATO Oak Ridge, Tenn., which lists three banks as advertisers. "We had three different approaches to these institutions," the station reports. "First, the Hamilton National Bank. It is a large institution and we used their slogan, 'There is no substitute for soundness,' as a basis for all copy.

"The second, The Bank of Oak Ridge, is a hometown bank. We have used its designation as 'The Friendly Bank' to good advantage. For the third, the Home Federal Savings & Loan Assn., we stressed the fact that they pay a large percentage on savings.

"Each one is selling its own strong points and each one fills the needs of its potential customers. Each has been successful; and they have been



with us for a combined total of 17 years."

Even in the biggest cities there is an opportunity for smaller banks to get a "hometown" following. Using Negro and foreign language radio stations, neighborhood banks have found they can reach their public with radio.

WWRL New York, which broadcasts in Spanish, German, Czechoslovak, Russian, Polish, Ukranian, Greek and Syrian, has several bank clients beaming messages to specific groups.

For example, The Fourth Federal Savings & Loan Assn., located in a Czech and Slovak community around New York's First Avenue, has advertised on the station's Czech program since 1936, using spots initially and then switching to five-minute periods.

And a bank located in the German-American section of Brooklyn, the Home Federal Savings & Loan Assn., sponsors a half-hour weekly show in that language. Commercial copy in each case is very brief, stressing the importance of saving for a "rainy day."

Foreign language stations report that as a rule listeners are exceptionally loyal to local advertisers. This is true also, stations say, of most advertisers who remain on a constant schedule year in and year out, once sold on the pulling power that their messages can achieve on radio.

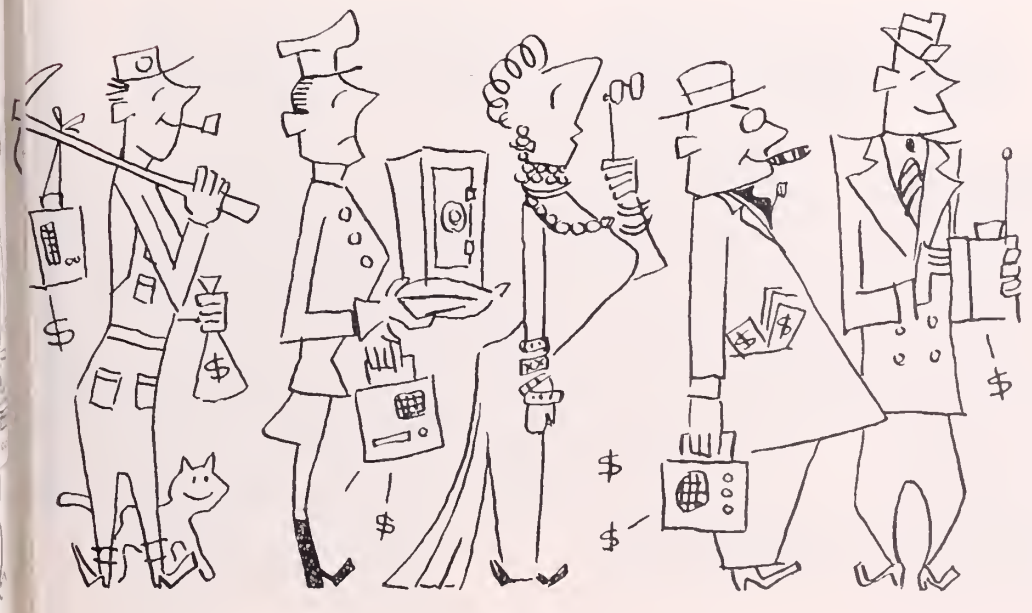
Banks rank extremely high on the lists of long-run advertisers on stations all around the country. The First National Bank of Portland, Ore., and the First National Bank of Boston have logged almost 30 years on radio, as have three Seattle, Wash., banks—the First National, the Old National and the Fidelity Savings & Loan Assn.

Many have used the medium steadily for more than 20 years, among them the National Shawmut Bank of Boston, The First National Bank of Albuquerque, N. M., and two banks in Chattanooga, Tenn.

"Bank of the Commonwealth," reports WWJ Detroit, "has been a continuous radio advertiser for 25 years. The bank continued its schedule through the 'Bank Holiday' in 1933, and has grown and prospered until today it has 25 offices."

A letter from Harold Larmon, president of The First National Bank of McCook, Neb., expresses the feelings of banks on their use of radio. Mr. Larmon says:

"Our association with KBRL has been a long and pleasant one starting the year KBRL went on the air. The success story of our advertising is . . . one of a gradual building of community good will and confidence. The term 'successful' adequately describes our advertising on radio." • • •



One of a series in an analysis
Of network programming and sales

NBC Finds Growth in Block Programming

A 40 percent increase in sales is expected this year. Business is three months ahead of 1957.

The National Broadcasting Co. carried its first program over a string of 25 radio stations on Nov. 15, 1926—America's first-established network. Today, after great growth and considerable change it is broadcasting to about 203 stations (10 of which are outside the continental limits of the U. S.).

The intervening years, and especially the most recent, have brought new achievements, new crises and a totally new way of doing business.

The 'family' members of 'One Man's Family.'

Bob and Ray cut up a cake on 'Monitor.'

Network stalwarts Fibber McGee and Molly.

NBC clearly typifies the winding road that network radio has followed since its founding. Gone are the glory days, when a mere two dozen advertisers were ready, cash in hand, to sponsor the NBC broadcast day.

And, according to network executives, gone too are the lean days that set in during the early 1950's, when revenue shrunk to almost one-third its former size.

For NBC Radio, 1957 was an extremely significant year. Total network sales increased 40 percent over 1956, Matthew J. Culligan, vice president in charge, states. Moreover, he points out that another increase of 40 percent is expected in 1958. (U. S. RADIO estimates that this should put total revenue for the network this year at about $25 million.)

The first quarter of 1958 will be NBC's biggest in five years. There was enough firm business signed at the end of 1957 alone to meet the projected sales for the first three months of this year.

Last year also represented a reversal in the downward revenue trend. There were monthly periods of profit, the network reports. In addition, NBC Radio expects to be operating in the black on a continuing basis by the latter part of this year.

Many of the achievements the network scored in 1957 are outlined by Robert W. Sarnoff, president, in a year-end statement released last month. In addition to noting the revenue gains for 1957, Mr. Sarnoff states, "By the start of 1958 NBC's pace in commercial business was three months ahead of the previous year."

In the field of network programming, Mr. Sarnoff claims certain accomplishments. He states:

"*Monitor*, the NBC weekend radio service, established itself as the biggest and most successful show in all network radio. *Nightline*, a new 90-minute program, attracted a large weeknight following and substantial revenue. *Life and the World*, begun during 1957, is already outrating the strongest news program of NBC's major competitor. *News on the Hour*, the first network news service of its kind, became an almost overnight success in ratings and sales."

Mr. Sarnoff further states that the "radio network's share of audience increased by 37 percent in the 10 a.m. to noon, EST, period."

Much of what NBC Radio is achieving is credited to the executive team headed by Mr. Culligan, who took over the reins in Aug. 1956. The affable vice president, who formerly held a similar title as director of sales for NBC Television, often boasts to ad men, "I'm glad I'm in radio."

Mr. Culligan declares, "The future is unlimited. By 1960 there will be roughly 5,000 radio stations on the air. Experiments in outer space and new technological improvements in radio itself makes the medium more important today than ever."

After his first full year in charge of the radio network, Mr. Culligan notes a very significant change in NBC's sponsor status. A year ago, he states, 20 percent of the advertisers signed for 13-week contracts, while 80 percent were for seven weeks or less. Today, 76 percent are for 13 weeks or more and only 24 percent are short-time buyers.

This leads to certain claims Mr.

Jerry Lewis on the Star Dust Plan.

Another Star Duster, Ed Gardner.

Frank Blair hosts 'Life & the World.'

Morgan Beatty and the news.

NBC

Robert Sarnoff, NBC Radio pres.

Matthew J. Culligan, v.p. in charge.

Culligan makes on behalf of his network. He states that NBC Radio is first in the number of sponsored hours, first in the number of different advertisers and first in the number of newscasts.

Mr. Culligan believes that the great multiplicity of advertisers in network today is healthy. He says in the glory days, 23 advertisers dominated NBC Radio. Today, there are about 60 advertisers on the network.

The frequency of advertisers, according to William K. McDaniel, vice president in charge of sales, has been due in large measure to the success of the network in clearing time. At present NBC is working at between 75 to 80 percent clearance. Mr. McDaniel states that the network's "no waste policy" has been helpful in gaining affiliate loyalty. This policy allows a station to sell a network program on a national spot basis if it is not sold by the network. The station does not have to pay a co-op charge.

The large number of sponsoring companies on NBC is due, in large measure, to a program outlook that is turning more towards greater flexibility. "We are moving more and more towards block programming and away from the conventional, half-hour programming," states Jerry Danzig, vice president in charge of programming.

"We have music in the morning, drama in the afternoon, news on the hour, *Nightline* at night and *Monitor* on the weekend," Mr. Danzig declares. "What we are ultimately trying to achieve is a certain community of sound with our affiliates."

The future of programming at NBC Radio will be to effect a balance between entertainment and news-and-service programming, Mr. Danzig declares.

He says there certainly will be "more and more news and analysis. As radios become more mobile through transistor developments, news programming will become even more vital."

Today, news has top priority at NBC Radio. The network carries close to 200 news shows during the full week. There are 85 *News on the Hour* shows, 20 newscasts on the weekend, plus *News of the World* and *Life and the World* which add up to 10. In addition, there are between seven and nine news specials — or "Hot Lines"—a day.

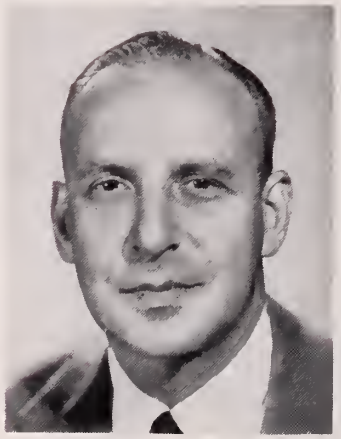
News on the Hour particularly has registered a very successful sales record. It is presently sponsored by Bristol-Myers, Brown & Williamson Tobacco, California Packing (Del Monte fruits) and *Reader's Digest*. The latter's participation will be taken over by Midas Muffler next month.

With its "Hot Line" concept, NBC has injected a measure of imagination—and immediacy—in its news programming. If there is a special news break that is too important to wait for the regularly scheduled newscast, the NBC "Hot Line" box is activated through Radio Central (in New York). This brings all affiliates into immediate touch through a red light and a buzzer that sounds at each station. An affiliate has the choice of switching on the network immediately or taping the news break for later broadcast. The "Hot Line" is reminiscent of the colorful, but now extinct, newspaper extra of earlier days.

To back up its world-wide news coverage, the network has taken measures to make certain it doesn't miss a story anywhere in the U. S. Affiliates carry special network press cards and are paid for each story.

Mr. Danzig states that one of the most important developments in programming at NBC is the new Star Dust Plan—a way to bring top en-

William McDaniel, sales vice pres.



Jerry Danzig, v.p. of programming.

tertainment stars back to network radio "at a cost we can live with." Featured in the plan are such former network stalwarts as Fibber McGee and Molly and Ed Gardner, as well as Jerry Lewis, George Gobel and Bob and Ray.

Under the plan, each star records 10 new vignettes a week for insertion on such programs as *Monitor* or *Nightline*. Each recorded segment is five minutes in length, with the actual editorial content running between two and one-half and three minutes.

Clients like the plan, Mr. Danzig declares, because it gives them saturation by enabling them to integrate the vignettes where they want them. Artists like it, because they can prerecord as many as 20 at a time, freeing them for other work. And most important of all, "the per-unit cost can be lived with."

Oldsmobile Buy

The largest Star Dust order was from Oldsmobile. The car maker purchased star segments for a 13-week period, starting in February, at a total cost of $350,000 net. The Oldsmobile buy calls for 10 five-minute Jerry Lewis vignettes each week on *Monitor* and *Nightline*. As part of the buy, Oldsmobile also ordered participations in *Nightline*.

Through its flexible entertainment format and its news programming that features immediacy as well as depth, NBC Radio is fighting its way back into the black.

The corner was turned in 1957, and 1958 should be the decisive year.

The factors that have led to renewed advertiser outlays for NBC Radio are summed up by George Graham Jr., director of sales planning for the radio network:

1. It's a good media buy.
2. Advertisers have rediscovered network radio.
3. New research reports have led to more adequate measurement, although, he says, measurement of the out-of-home audience is still inadequate.
4. Higher cost of tv and print.

What this adds up to for the radio buyer, Mr. Graham states, is a big audience at low cost. NBC Radio will continually try to capitalize on this advantage by lending a degree of showmanship to its programming and sales. • • •

How It All Began

Brig. General David A. Sarnoff, chairman of the board of RCA.

With NBC Radio in its 32nd year of operation, it is significant to examine the founding and the milestones of America's first-established network.

It was Brig. General David Sarnoff, now chairman of the board of RCA and then vice president and general manager, who was responsible for the organization of NBC on Sept. 9, 1926, as a service of RCA. The first broadcast was on Nov. 15. In addition to being a network first in every sense of the word, it also employed the first remote pick-ups from multiple points. The late Will Rogers chatted from a dressing room in Independence, Kan., Mary Garden sang from Chicago and the late Dr. Walter Damrosh conducted the New York Symphony orchestra appearing from the old Waldorf-Astoria in New York.

While individual stations during the 1920's had provided radio shows, chiefly with local talent, it was not until the appearance of the network that the nation could tune in on big stars and big events. This represented a form of mass communication previously impossible. It provided information, including news, as well as entertainment.

Years before the formation of NBC, General Sarnoff could foresee the complete development of radio. He prophesied, "A radio music box . . . which would make radio a household utility in the same sense as a piano or phonograph."

That radio has developed into a household utility is an accomplished fact. The original format of providing information as well as entertainment has born considerable fruit. This approach is still intact although it has adopted new forms.

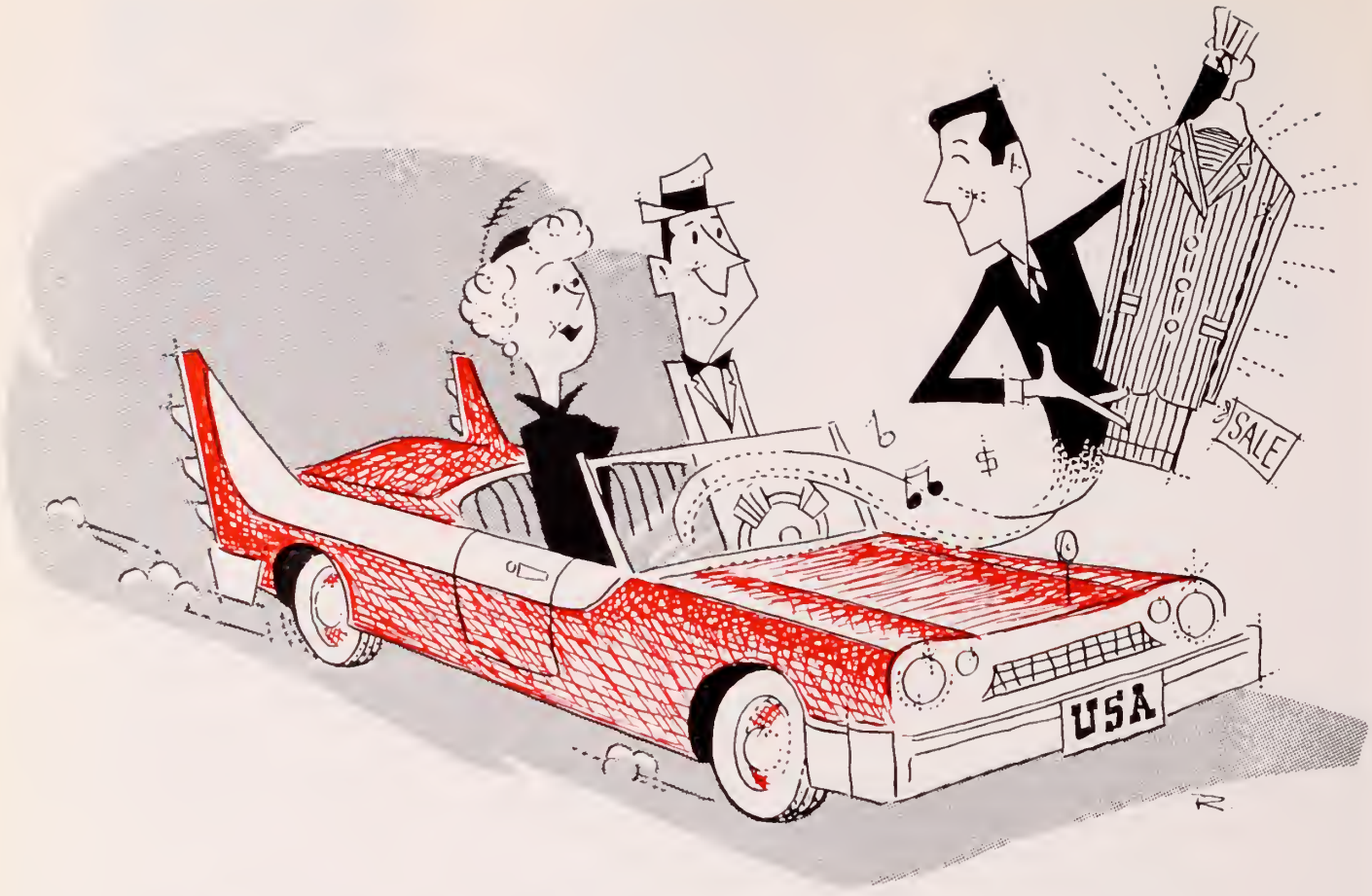
In the field of information, NBC has reported returns of every national election since the network's 1926 formation. It has broadcast every Republican and Democratic convention since 1928. President Roosevelt was heard on NBC 20 times in his first nine months in office in 1933.

In sports, such early events as the Dempsey-Tunney "long count" fight in Chicago was aired on Sept. 22, 1927.

In the field of entertainment, NBC has conducted regular broadcasts from the stage of the Metropolitan Opera House, New York, beginning in 1931. And Gen. Sarnoff persuaded the late conductor Arturo Toscanini to return to America from retirement in 1937 to be maestro of the NBC Symphony. He held that post through the 1954 season.

The names of the dramas, the daytime serials, and the great radio personalities—are legend.

NBC also was responsible for the establishment of a second major network. On Jan. 1, 1927, the NBC Blue network was formed as an adjunct of the earlier NBC Red network. In 1942, the Blue network was separated from NBC and was sold, eventually becoming the American Broadcasting Co.



Robert Hall Reaches

"Radio is 100 percent responsible for spearheading the growth of the chain."

Estimated	1950	1955	1958
RADIO BUDGET	$1 million	$1.5 million	$2 million
STATIONS	90	150	200
STORES	110	200	256

"Radio is more important to us today than it has ever been, because of the growing trend toward decentralized shopping," declares Robert W. Weisenberg, advertising director, Robert Hall Clothes.

"Stores are on the move from the cities to the suburbs, and the most convenient way to reach them for most people is in a car. And when people drive, they listen to the radio. You have a captive audience in most cases."

U.S. RADIO estimates Robert Hall will spend $2 million on radio advertising across the country in 1958, out of a total advertising budget of approximately $6 million. The remaining $4 million goes to all other media.

While car radio is assuming new importance at Robert Hall, the medium itself has always been firmly entrenched with the clothier since the first store was opened in Waterbury, Conn., in 1941. At that time,

Robert W. Weisenberg, adv. dir.

Jerry Bess, Sawdon vice president.

In addition to spearheading growth, chain finds that radio is ideal for attracting customers to superhighway locations.

the Man on Wheels

according to Jerry Bess, vice president, Frank B. Sawdon Advertising, New York, "Radio was our only advertising medium. In fact, radio was 100 percent responsible for spearheading the growth of the chain. For the first few years the only way people got to know about Robert Hall was through radio.

"We located our stores at the edge of town in the beginning, and depended on radio to tell people about our out-of-the-way locations. Now that the trend to decentralized shopping has gotten started in a big way, Robert Hall is locating its new stores on super highways in the suburban areas," Mr. Bess explains.

"As a result we feel radio is even more important than it was when we were locating on the outskirts of towns and cities. With radio, we can reach not only people in their cars, but also those in outlying districts not covered by the local newspapers."

Robert Hall is on a 52-week radio schedule nationally with peak spots aired in the big fall and spring selling seasons. During a typical week in these major seasons Robert Hall, according to Mr. Bess, airs 10,000 spots coast to coast.

Over 200 radio stations are being used at present in 130 cities in 40 states. In Robert Hall's major markets—New York, Chicago, Detroit and Los Angeles — approximately 500 spots a week are aired. At present the company has 250 stores across the country, with plans to open six new showrooms in March. They will be located in Pittsfield, Mass.; Reading, Pa.; Elkhart, Ind.; Evansville, Ind.; Union, N.J., and Woodbridge, N.J.

When a new store opens, usually in March or September to coincide with the peak selling seasons, radio campaigns are stepped up in those areas for a week preceding the opening and three weeks following.

Up until the past year Robert Hall has been celebrating the opening of 30 to 40 new stores annually coast to coast, expanding its radio coverage simultaneously. From its one showroom and one radio station in 1941, Robert Hall grew to 110 stores in 1950 using 90 radio stations. At that time the radio budget hit an estimated $1 million. In 1955 Robert Hall had 200 stores using 150 radio stations, with an estimated radio budget of approximately $1.5 million.

The Sawdon agency prefers to emphasize early morning and late afternoon spots, which Mr. Bess refers to as "driving times." However, he points out, "radio is a 24-hour medium, and we don't neglect any time of day." Robert Hall's store hours, from 9 a.m. to 9 p.m., are also ideal for radio penetration since many people can listen to a commercial on their way home from work and drop in right then when the spirit moves them.

Mr. Weisenberg states that "The best way to saturate a market is with radio. Radio is a remarkable medi-

Radio brings in customers to new highway locations.

um for name identification and in our case radio has put us across single-handedly in many markets.

"We have had many cases where items have been advertised on radio only, and where they have sold like hotcakes, so we know radio is good. Radio serves us particularly well in big, spread out markets like Los Angeles and Detroit where everyone drives everywhere."

That radio carries the Robert Hall message in a very convincing manner is revealed by the story of the little boy who was asked to sing a Christmas carol by his teacher. After the other children had finished with the conventional "Silent Night" and "O Come All Ye Faithful," this original young man began singing, "We're doing our Christmas shopping at Robert Hall." A true story, Mr. Weisenberg declares, "and it proves our point that consistent radio advertising adds up to such strong public familiarity that a brand name can become part of the language."

"We're doing our Christmas shopping at Robert Hall" is one of 300 jingles used by the company since its incorporation 17 years ago. "We have always used jingles," Mr. Bess says, "and we believe that you should spend the time and money on producing the best possible. When we come up with a good thing, it is our theory and our practice not to use it too much at one time that people get tired of it. We employ a good jingle for a while, then take it off the air, and bring it back again. One of our most successful jingles is 'When the values go up up up,' which we've been using off and on since 1945. It still sells."

For those who don't know it by heart, this is the granddaddy of all Robert Hall jingles:

When the values go up,
up, up
And the prices go down,
down down,
Robert Hall this season
will show you the reason.
Low overhead.
Low overhead.

Low overhead now and always has been one of Robert Hall's major selling points along with "no fancy fixtures; plain racks; pay cash—pay less; low rents, and America's largest family clothing chain."

These themes are alternated in the commercial copy with seasonal selling at Christmas, Easter and back to school time.

According to Mr. Bess, the same jingles are generally aired at the same times coast to coast because the copy is not sectionalized. Sawdon has found that one-minute spots are most effective, beginning usually with the jingle, and closing with an announcer delivering a sales message about the features currently on sale.

Robert Hall started out by marketing men's clothing, but later added a ladies' line and a children's line. The company, a wholly-owned subsidiary of United Merchants & Manufacturers, makes all its men's clothing, but buys the women's and children's wear on the outside from nationally known manufacturers.

"In selling our goods," Mr. Bess says, "we have gotten away from the shouting and the trumpets. These were effective when we were new and were creating brand awareness for the first time, but now we don't need to hit people over the head with our off-the-beaten-track locations, and we can ease up a little. Now we try to get the best talent, use the most advanced studio techniques and the most original musical arrangements. We used to employ hard-hitting, dramatic vignettes, but now, because of our frequency on the air, we must sell believably," Mr. Bess says.

Commercial Variety

"One of the ways we try to get variety in our commercials," Mr. Weisenberg explains, "is to take the same jingle and treat it differently from time to time. For example, in one arrangement we might emphasize woodwinds, in another, strings. In still a third arrangement, we might use a big orchestra, in another, a small unit. Then you can vary the tempos from mambo to march time. In this manner you can sell effectively with the same basic copy and jingle without, we hope, boring the audience."

"We plan to continue to use radio as a major medium," Mr. Bess states. "As our operation changes our advertising approach has changed, and we think that is as it should be. But our basic faith in radio as a retailing medium hasn't changed in nearly two decades." • • •

T. Harold Scott heads the FTC monitoring unit.

FTC Keeps Ear To Radio

Up to now radio advertising has fared well. But Commission is just beginning to expand staff and equipment.

How has radio advertising fared now that the Federal Trade Commission's radio-tv monitoring unit is more than a year old? According to the FTC, it is doing fairly well.

But any optimism to be derived from this should be tempered by the realization that the new unit is just beginning to expand its equipment and staff, in order to lend a more comprehensive official listening ear.

"Generally, broadcasters are a co-operative group. They are astute enough to realize that self-censorship is the only way to avoid outside interference."

That's T. Harold Scott's thumbnail analysis of the men whose business interests are his stock-in-trade. Mr. Scott heads the FTC's radio-tv monitoring unit, an investigative arm which is currently setting the wheels in motion for an expanded monitoring program to pinpoint and eliminate deceptive on-the-air advertising.

It's a sizeable assignment. The unit's jurisdiction extends beyond the advertiser and the product. If a broadcaster sells time to a client whose ad ethics are questioned by the FTC, he's more apt to be viewed as an accomplice than an innocent bystander, by Commission rule. For although it is seldom exercised, the FTC does have jurisdiction over the broadcaster in this regard. The same applies to ad agencies where deceptive or misleading copy is prepared.

In the Federal Trade Commission Act of 1914 provisions were made against "unfair methods of competition in commerce," a loose stipulation, at best, that put the burden of proof entirely on the FTC, making it necessary for the FTC to prove injury in competition. In 1938, new language altered the picture completely. The above portion of the act was amended to read "unfair methods of competition in commerce and unfair or deceptive acts or practices in commerce are hereby declared unlawful." No longer was FTC jurisdiction limited just to the advertiser. It now extended to consumer interests.

Also in 1938, a new section was added to the act which even further defined FTC jurisdiction over media. The amendment states "it shall be unlawful for any person, partnership or corporation to disseminate or cause to be disseminated any false advertisement . . . by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of food, drugs, devices or cosmetics. . . ."

Despite the clarity of the language, the FTC hasn't seen fit, as a matter of practice, to enjoin broadcasters or agencies. There are reasons. If the FTC issues a cease-and-desist order against an advertiser, it's unnecessary to enjoin a broadcaster. This action orders the advertising copy to be withdrawn from the air. Beyond this point it ceases to be a station headache since the advertiser who does not comply is likely to be fined by the FTC as much as $5,000 a day.

Undue Burden

To enjoin a broadcaster once copy has been withdrawn would accomplish nothing, Mr. Scott says, and it might place an undue burden on a station.

There is at least one area of operation where a station outright invites FTC intervention. That's per inquiry advertising, the government agency declares. By lending the use of its telephone facilities to a per inquiry ad, the station actually becomes a part of the advertiser's business.

The radio-tv monitoring unit is the direct result of Congressional interest in commercial copy used on broadcast stations. Senator Warren G. Magnuson (D-Wash.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, was a prime force in its creation. On the condition that such a unit would be created, he induced Congress to return to the FTC a $100,000 cut in the agency's 1957 budget. Announcement of the formation of the new unit came in October 1956. Up to that time the FTC had reviewed a station's commercial announcements, which the law requires, by having the station submit to the FTC four times each year copies of one day's announcements. This is still done.

The formation of the radio-tv unit simply added a "live" dimension to an already functioning organization. Likening the unit to any new venture, Mr. Scott points out the impossibility of being fully operative from the very start. Statistics, though flattering to broadcasters, bear this out.

During 1957, the FTC issued 187 formal complaints for various deceptive practices. Of that total, six complaints, all against drug and cosmetic firms, resulted from the commission's monitoring activity. To assume that, because complaints from the radio-tv unit have been in the distinct minority, broadcast advertising is approaching the halo stage is "ostrichism" of a high sort.

Lack of adequate equipment—now being remedied by the installation of new monitoring gear at the FTC in Washington — imposed a definite ceiling on the scope of the unit's work. Staff is another problem. At present, six attorneys are assigned to this unit in Washington.

John W. Gwynne, chairman of commission.

In FTC field offices in New York; Chicago; New Orleans, La.; Cleveland, O.; Kansas City, Mo.; San Francisco; Seattle, Wash., and Atlanta, Ga., 125 attorneys are available for monitoring broadcast advertising. These are the men who look and listen—with a legal eye and ear—to broadcast advertising across the country throughout the week.

In Washington, for example, one of Mr. Scott's attorneys is on duty in the monitoring room daily. Since this is just one facet of the lawyers' job, the six change off on the monitoring assignment. Dictaphones in front of the receiver's speaker record all advertising copy monitored in a given day or evening. This record is supplemented with voluminous notes—the lawyer's impressions, opinions and, if necessary, corrective suggestions—which are passed on to Mr. Scott in a memo.

Personnel Increase

A limited staff plus a vast industry like broadcasting adds up to sample monitoring at best. To do a more thorough job, Mr. Scott is hoping for a personnel increase. And as the unit expands, the number of complaints, stipulations and cease-and-desist orders will rise proportionately, Mr. Scott anticipates.

A listening post which is a constant source of information to the FTC in spotting deceptive advertising on the air is the public. Mail from some wounded consumers is "sizeable," Mr. Scott says. Because of the nature of the complaints, the FTC has jurisdiction over about one half of the total number received from this source. Each of the complaints is followed up either from Washington or from an FTC field office. The significant fact is that the average consumer is very much aware of the existence of the FTC and he does not hesitate to air his grievances when sufficiently aroused.

Regardless of the point of origin of any FTC complaint — its own staff, the consumer and often the legitimate business man who is

A questioned radio ad is scrutinized by FTC attorney Robert K. Peterson (seated) and Mr. Scott.

forced to compete against false advertising claims of other firms—the channels through which it passes are the same. After a complaint has been received in Washington, details are passed on to the field office where the complaint is investigated. Then a report is filed in Washington. Assuming the complaint against an advertiser is warranted, the report is passed on to the Bureau of Litigation, then, if necessary, to the full Commission. It is at this point that a formal complaint is issued.

Since every case differs so widely the time consumed in processing varies. But cases in recent months have been moving faster, probably because an increasing number of cases are settled by consent agreement, thus eliminating the long drawn-out hearing process.

However, the issuance of a formal complaint is not the true measure of FTC accomplishment. "The really good work of the Commission lies in the number of complaints *not* issued" through voluntary discontinuance by advertisers, Mr. Scott believes. When advised that the FTC is taking a dim view of his ad claims, an advertiser often mends his ways and the "case" is closed before it actually becomes a "case" at all.

The creation of the FTC's radio-tv monitoring unit—in addition to its increased activity in the broadcasting business—proved to be the foundation of still another change. Almost on the heels of its inception, announcement was made that complaints issued by the radio-tv unit would be passed on to the Federal Communications Commission along with the call letters of stations involved. It was then up to the FCC to so advise the station. A new government liaison was born, and again Sen. Magnuson played a major role. It was at his suggestion that the FCC took up the task of informing broadcasters they were carrying advertising that was the topic of FTC complaint.

The broad effects of the FTC-FCC liaison rest in the limbo of governmental operation. Since the identity of stations which carry the questioned advertising is not made public, it is not possible to determine whether or not the FCC advisement has made its point and the objectionable ad has been taken off the air.

At present the FCC has no jurisdiction over program or commercial content. But should commercial excesses warrant, it could become necessary in the future for the FCC to call any station on the carpet for persistently operating against the public interest in commercial practices.

In any event, it's better to be safe than sorry, Mr. Scott advises. A broadcaster should cautiously evaluate all advertising that his station carries.

"Our interest is solely in deceptive advertising practices. The legality of the commercial is our only concern," Mr. Scott points out. "Good taste in programming, amorality, the timing and placing of commercial announcements — these are not in our jurisdiction." • • •

focus on radio

A Quick Glance At

People, Places And Events

Around Radio-Land

WHB DEMONSTRATES SNOWMANSHIP in Kansas City, Mo. Tallest masterpiece won contest sponsored by station for biggest snowman built in wake of last month's heavy blizzard. A total of 1,567 entries, all sporting WHB call letters, were submitted. The king-size version stood almost 27-feet high, and was constructed by four teenagers who will share the prize.

SOUND AND SIGHT merge as 24 pretty models carry Admiral radios into the busiest business districts of Pittsburgh, Pa. Promotion was one of the "live" stunts used by station KQV to underscore its new "live" programming format for the Steel City.

COINCIDENCE CREATES NEWS when WOR New York reporter, Les Smith (right), was talking to New York City Fire Commissioner, Edward F. Cavanaugh Jr. (left), in downtown Manhattan. During their routine talk a news flash alerted them to a rock-slide disaster in the Bronx. Both raced to the scene here and went on the air.

"THE EARLY BIRD" of KRUX Phoenix, Ariz., Jim Sparrow (right) and cohort, Joe Patrick, finish 100 hours at the mike in station's KRUX-a-thon. Event heralded operation "Switchover," which gave the Bartell Group station a new 5,000 watts of power.

THE KITCHEN SINK is all that's missing from this remote broadcast conducted by KATE Albert Lea, Minn., to celebrate the grand opening of a new Red Owl store. Announcer Art Bowers holds some of the 2,796 items deposited by the town's 15,000 people.

CLEVELAND'S CITY FIREMEN cool off some "hot copy" belonging to KYW. Staff news announcer, Gene Slaymaker, hands it over. Station decided to warm things up to offset one of Cleveland's coldest winters.

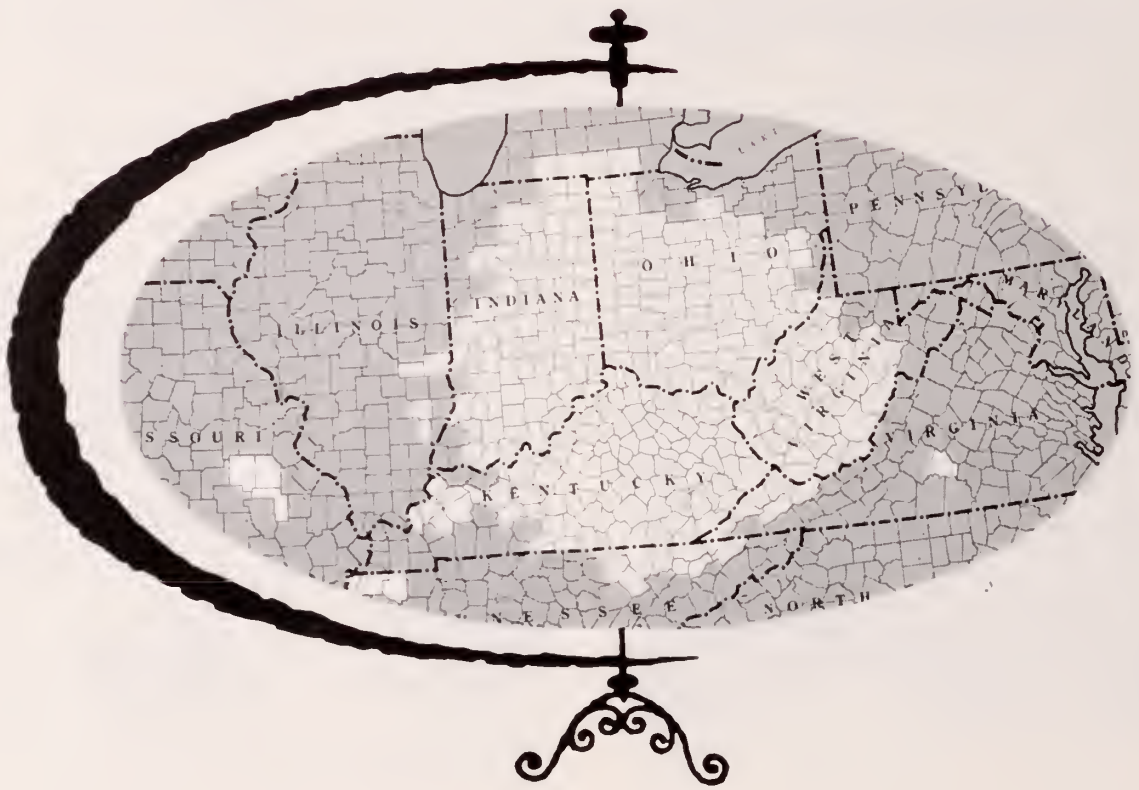
MUSIC MAKES MILK and soothes cows in the process, according to the experiment conducted by KMOX St. Louis, Mo. Jim Butler, the station's early-morning disc jockey, checks the comparative effects of rock 'n roll and quiet music on cows, with dairyman Walter Faeth.

STATION'S LARGEST election polls 60,732 votes for Teen Queen of WBBC Flint, Mich. Winner Marty Beilby talks with disc jockey Bill Lamb (center) and Arthur Warner, owner of Flint Record Shop.

YOUR ESSO REPORTER marks 22 years of continuous broadcasting on WRC Washington, D. C. Joseph Goodfellow, station manager (left), and Wesley Cooper, district manager for Esso Standard Oil Co., were interviewed by WRC's Al Ross, holding anniversary cake.

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

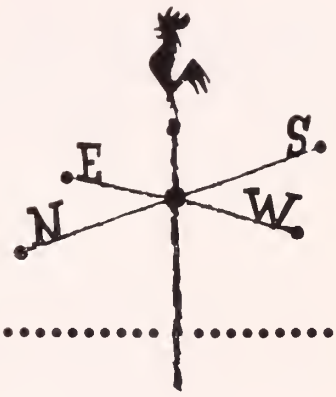
	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of **Avco**

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



Getting Greater Results For Advertisers

Management consultant Doherty discusses methods stations use in turning up bigger profits.

As the radio industry anticipates the biggest year in its history, a radio-tv management consultant points to four facets of station operation that, in his opinion, hold the key to greater results for radio advertisers and bigger profits for stations in 1958.

Among the chief reasons for renewed advertiser interest in radio has been the alertness by management at most stations to the full potential of the medium in terms of programming, sales and promotion.

Richard P. Doherty, president, Television-Radio Management Corp., Washington, D. C., states that "station management know-how is the basic ingredient for profit making in radio, as in other competitive lines of business. Radio is competing for a share of the radio audience, for broadcast advertising with other radio stations, with television both for audience and advertising budgets, and with other local, regional and national advertising media."

Among the vital ingredients of station operation that ultimately affect the radio advertiser are:

- Sales planning
- Programming
- Continuity
- Cost control

One of the most important functions of a station is sales planning. As outlined by Mr. Doherty, one of the keys to proper planning is through sales meetings that are "creatively productive" for the salesmen. These meetings, Mr. Doherty states, should deal with the "selling basics of the market and the sponsors." As a result, the sales staff will be provided with effective competitive tools, he declares.

Mr. Doherty states that radio stations should build up "future" files

on all significant business events. He says sales managers and salesmen could develop concrete knowledge about the month-to-month calendar of local sales events, store anniversaries and seasonal sales.

Efficient though a station's sales staff may be, every radio station is aware, Mr. Doherty says, that sponsors buy more than time—"they buy listeners, and listeners are acquired only through good programming.

"The news-and-music format is a profitable way of life, as is proven by the success stories of many stations. However, my impression is that the truly successful music-and-news stations achieve their audience and sales standing through well-planned and well-supervised programming. . . . Indeed, there is an art to top quality news and music," Mr. Doherty declares.

Station Types

"At this point I also feel impelled to comment on the question of independent versus network affiliations. I am well aware of the fact that many stations are highly successful on the basis of completely independent operations. On the other hand, around the country, I run across . . . network affiliated stations which are highly profitable and are moving upward at a sharp pace. These stations have found the formula whereby they blend their own local production with network programming, and thereby grow in stature and community significance. It's not a question of independent versus network affiliation so much as it's a question of knowing what type of station one wants, and being able to inspire quality operations for that type of station."

No matter what the station type, Mr. Doherty states, continuity is of vital importance. "Copy that sells must be geared to the characteristics of radio, and must take full advantage of the medium." Continuity should provide a solid sell for the sponsor regardless of high program ratings, he declares.

"Commercial copy is the primary concern of the advertiser; it should be the primary concern of the broadcaster," Mr. Doherty says. He cites the necessary ingredients for continuity writing.

- Continuity writers must possess knowledge about the effective use of the broadcast medium as applied to particular products and services.
- Continuity writers must maintain personal contact with local sponsors and with the products and services being advertised over the station.
- The sales department should furnish the continuity writer with adequate information and copy ideas about the product, the client and the sales points.
- The continuity writer should be brought into sales meetings and conferences as a method of orienting the writer to sales ideas.

Richard P. Doherty, management consultant.

Cost control is an area of station operation that is very dear to the hearts of all efficient station managers, Mr. Doherty points out.

"The little cost items," Mr. Doherty says, "need as much scrutiny as do the big expenses, such as salaries. Effective payroll cost control is more likely to be achieved by intelligent job integration, coupled with salary structures serving to retain competent personnel."

Advertising and promotion are important elements in financial expenditures, he states. "Commercial broadcasting is concerned with promoting other people's products and services," he says, "and the broadcaster must be an expert in the technique of promoting these other businesses.

"Effective promotion and advertising is as necessary to broadcast station growth as to every other line of competitive business," he asserts.

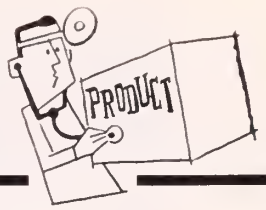
"Broadcasting—in all its facets—requires a sense of showmanship and courageous daring," Mr. Doherty believes. "The successful broadcaster is one who has vision, courage of conviction, a sense of community responsibility and a flare for showmanship.

"What was good programming even a year or two ago, may not fill the bill today; what were good top program personalities of yesteryear may be outmoded today; what were sound sales procedures of three years ago may be passé now; the rate card and rate structure of 1953 is almost certainly not suitable for 1958; the promotional and advertising programs which have been used for the past few years may have become hackneyed by now.

"Being on the ball with new program ideas, new community promotions, new sales ideas, new approaches to sponsors—this is the mark of high calibre broadcast management."

Radio men, in general, are constantly on the lookout for new ways of improving their operations, thereby rendering a greater service to advertisers. • • •

commercial clinic



New Commercial Approaches For News Shows Outlined

News show commercials, traditionally confined to straight announcing, are breaking out into fresh formats at one of the world's largest agencies.

These news techniques, used by J. Walter Thompson on Ford's network news programs, may also be adapted for airing on the local level, according to Charles Gardner, copy supervisor for the *Ford Road Shows*.

While Mr. Gardner advocates the continued use of "talk" commercials at least half the time on a given show, he feels that there is room both on the network and the local level for "commercial variations which are still compatible with the news format.

Other Techniques

"Well delivered, straight selling by an announcer can be used extensively because it has proved effective, flexible and inexpensive," he points out. "There are, however, other techniques that can be used to advantage by a local station with very little if any additional cost.

- Instead of having the station announcer do the commercial, use the newscaster as often as possible to get the benefit of his authoritative reputation.
- Interview local merchants sponsoring the show, leading citizens, or just plain townspeople for testimonials.
- Go out and tape sound effects at the factory or the store to give the commercial an on-the-spot flavor for background.
- Interview housewives or school children who might use the product.
- For singing commercials employ a local vocalist who would work for scale. He or she could record the jingle or do it live."

Mr. Gardner suggests that the most important thing for a copywriter to bear in mind when trying out these techniques is to maintain some link between the overall news format and the sales message. After all, the commercial is a part of the show as opposed to being a spot announcement, he says. One of the reasons the straight announcer commercial has been so successful and widespread is that its documentary style is similar to news delivery, and the public is already pre-conditioned to accept it.

"When you vary this technique," Mr. Gardner points out, "you should lead into the change of pace (and out of it) with a few words by the newscaster or the regular announcer, and not just drop in the jingle or the interview out of the blue."

On Ford's *World News Roundup* and the *Edward R. Murrow* show, Ford announcer George Bryan conducts the interviews and introduces commercials done by outside personalities.

Charles Gardner, copy supervisor.

Commercial innovations aired by Thompson recently on these shows include:

- Interview featuring conversation between a Ford dealer and his wife.
- Mitch Miller illustrating Ford "balance" and "style" through comparison with balance and style in musical instruments.
- Rosemary Clooney-Bing Crosby-Ken Carpenter patter commercials (repeated from Ford's Clooney-Crosby *Road Shows*), and occasional personality singing commercials.
- Light, folksy talk on "how to buy a Ford."
- Two sound effects men experimenting to find the Ford "sound."
- Beep telephone interviews with the president of the Avis Rent-a-Car company, which uses Fords.

December Change

Until December the automobile company had been using only straight announcer and interview commercials on the news shows, and plans to continue to air these basic staples regularly in the future.

"No matter how successful a commercial is," says Mr. Gardner, "we believe in periodically reviewing our commercial techniques to see where we can improve and spark up our sales messages. We like to think that we are constantly on the lookout for new ideas to combine with the best of the old." • • •

HOMETOWN U.S.A.

station log

WPAT 'Clears the Air,' Business Up 61 Percent

In the three years since WPAT Paterson, N. J., "cleared the air" of what it calls "unacceptable" advertising, it has watched itself grow in terms of audience and sales.

WPAT's judgment has paid off in terms of steady increases in billings during the past few years. Concentrating mostly on national advertisers, WPAT's business in 1957 was 61 percent greater than in 1956. The total average audience for that time increased almost 63 percent, according to a Pulse survey.

WPAT restricts commercial announcements to the quarter-hour break during the daytime and to the half-hour break during the evening.

In addition, WPAT "produces" many of its commercials. The traffic department sees to it that "compatible products are grouped together." For instance, an airline message would be grouped with announcements by hotels, travel services and luggage firms.

Three years ago the station completed an important phase in its campaign to "clear the air"—the elimination of per inquiry and direct mail advertising. "It was a long-range process," reveals Charles W. Parker, WPAT's vice president and business manager. "We eliminated them one-by-one.

"We often turn down unacceptable advertising," Mr. Parker reveals. "We use our judgment on each, according to good taste, how our audience will react, and whether it will fit in with our music concept." The station also steers clear of hard-sell copy.

Although musical selections are not announced over the station, WPAT listeners know what's on through the station's program guide. The guide has a paid circulation of approximately 32,000, two-thirds of it coming from the five boroughs of New York, one-third from New Jersey.

RADIO ACTIVITY

• The Storz Stations expect a large turnout for the First Annual Pop Music Disc Jockey Convention & Seminar to be held March 7, 8 and 9 at the Muehlebach Hotel in Kansas City, Mo.

Panel discussions of problems concerning the disc jockey will feature such industry leaders as: Adam Young, Adam Young Inc. president; Arthur McCoy, John Blair & Co. vice president; Gordon McLendon, McLendon Stations president; Harold Krelstein, Plough Stations vice president; Dave Segal, Mid-America Broadcasting Co. president; Frank Stisser, C. E. Hooper Co. president, and Dr. Sydney Roslow, Pulse Inc. president.

• *Fortune* magazine in its February issue features the independent radio station in an article, "The Money-Makers of 'New Radio.'"

"New radio," according to *Fortune*, consists in the rapid growth of the independent station and its news-and-music format. The article points to many successful formulas for building the concept of modern radio and features the 10-year-old Bartell Group, which stresses family listening.

The Bartell Group, according to its president, Gerald Bartell, is now billing at an annual rate of $3 million, with a net of $1 million before depreciation, management costs and taxes. The chain includes WOKY Milwaukee, Wis., KCBQ San Diego, Cal., KRUX Phoenix, Ariz., WYDE Birmingham, Ala., WILD Boston, and WAKE Atlanta, Ga.

Gerald Bartell, group president.

Other prominent independent chains referred to by *Fortune* are: the Todd Storz Stations; the Gordon McLendon Stations; the Plough Group, and Westinghouse Broadcasting Co.

• WBOE Cleveland, O., the Board of Education station, is carrying the non-commercial programs of WERE-FM this month. The arrangement was made to insure the "cultural and educational programs" for Clevelanders while WERE-FM is silenced for 30 days to complete its new tower, which will double the station's power to 40,000 watts.

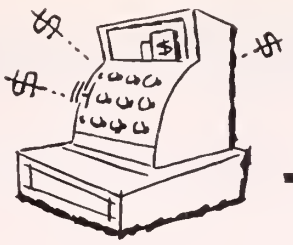
• Station promotion paid off for the police in Washington, D. C., recently, making possible the arrest of a drug store burglar. The store's clerk had been copying the serial numbers of one dollar bills in the hope of winning WWDC's $1,000 "Lucky Dollar" contest. When police picked up the suspect they had the list; he had the bills.

• KXO El Centro, Cal., mobilized the entire community recently when a three-year-old girl was reported missing at 6:10 p.m. Through its efforts as communications center, the girl was found, alive and safe, by midnight.

• WFPG Atlantic City, N. J., has announced that the M. E. Blatt Co., one of the first large department stores in the area to use radio, has returned to the medium. In 1953, Blatt dropped out of newspapers and went 100 percent into radio. Later the firm returned to newspapers and dropped the air medium. Blatt is now back on WFPG seven days a week. • • •

HOMETOWN, U. S. A.

radio registers



AUTO DEALER

Star Auto Sales of Dallas, Tex., signed a short-term contract with KNOX Fort Worth, calling for a run of 48 spot announcements over a seven-day period. Star sold 100 cars in four days and was forced to close the lot in order to purchase more cars. After signing a second contract for seven days, the dealer was completely sold out in just two days. He is now a regular advertiser.

HOME BUILDER

Mittersill Alpine Village and Inn, builder of Swiss chalet-type homes at Franconia Notch, N.H., contracted with WBAI-FM New York for 13 weeks of announcements on the Dorese Bell Cocktail Hour, which is broadcast Monday through Friday at 5-6 p.m. The messages sold eight houses—built to order at prices ranging from $10,000 to $15,000—in a two and one-half month period.

VACUUM CLEANER

Three spots in a week over WIZE Springfield, O., sold 70 novelty vacuum cleaners for McCulloch's Leather Goods Store. The vacuum, hand-sized, is shaped like a flashlight. In addition, McCulloch's reports that sales of other products increased due to store traffic. The store, a regular advertiser on WIZE's Alice Bahman Show, aired its vacuum spots on Monday, Wednesday and Friday.

FLOWER SHOP

For the past 15 years Emma's Flower Shop, Nashville, Tenn., has sponsored a weekly program called An Orchid For You over WSIX. The owner of the shop reports his program has brought him a continuous flow of business, but the climax came when he bought several spots to announce Emma's sixth annual open house. The next day over 5,000 persons showed up at the store. Now more than 50 percent of his advertising budget is devoted to radio.

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

RANKS 11th

IN THE NATION

in per family income
($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL

AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

report from RAB

Weekend Radio Growing Factor In Increased Billings

Increasing sale of weekend radio to national, as well as local, advertisers will probably be a dominant factor in the billing gains anticipated by the medium in the year ahead.

Indications are that the era of the five-day business week for the radio broadcaster is disappearing and will be replaced by a balanced, seven-day selling week.

Four basic reasons support this prediction, RAB states. First, adequate consumer buying desire and money is available. Secondly, audience measurement figures will dispel any doubt as to the size of the weekend radio audience. Thirdly, stations increasingly are updating program formats to provide essentially the same type of listening fare favored by the public during the Monday through Friday listening hours. And, finally, station discounts to advertisers make this type of radio an economical buy.

By way of establishing that Saturday and Sunday are big selling days, advertisers in many categories of retailing can certify that from 50 to 70 percent of the week's sales are made on the weekend. These are big selling and buying days for many types of products and services including foodstuffs and beverages, home furnishings and appliances, gasolines, automobiles and automotive accessories, entertainment, travel, men's and women's wearing apparel, sports equipment, drugs, proprietaries and cosmetics, homes, and equipment for garden and lawn care. These are profitable days for the sale of many impulse items such as suntan lotions, film and souvenirs.

As for the dimensions of the weekend radio audience, studies made by the A. C. Nielsen Co. show that Saturdays and Sundays attract more listeners than other days of the week, despite the fact that there is a slight decrease in the number of sets used during this period.

Nielsen studies comparing weekend and weekday listening show that home sets in use during an average quarter hour on Saturday total approximately 281,000. Adding another 81,490 automobile receivers which are tuned in during the average quarter hour brings the total sets in use to 362,490 at any given time. Sunday listenership also is high, although it does not equal that of Saturday. On the average Sunday quarter hour 229,000 home sets are in use, while the automobile sets number 84,730. This brings the Sunday listening total to 313,730 sets in use.

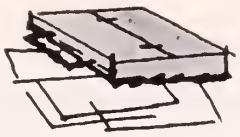
By comparison, the Monday through Friday averages show that during a typical 15-minute segment 226,100 home sets and 82,491 car radios are in use.

The larger weekend audience can be accounted for by the fact that although fewer sets are in operation on Sunday, the average number of listeners per set is higher. For example, through the hours of 9 a.m. to noon, Monday through Friday, an average of 13,979,000 people are listening, with the listeners per home averaging 1.6 people. During the same period on Sunday the listeners per home set average is 2.3 persons, and the average audience numbers 15,963,000. In the noon to 3 p.m. segment on Sunday the audience tops that of the earlier periods of the week by nearly three million listeners on the average, and the Sunday audience has nearly a two-million advantage over Monday through Friday in the 3 p.m. to 6 p.m. time bracket. From 6 p.m. to 9 p.m. the audiences almost match in size, but from 9 p.m. to midnight the Monday-through-Friday audience is topped by almost two million listeners.

A growing segment of the weekend audience currently being courted by advertisers is the out-of-home audience, and especially car listeners. Also in heavy use are the approximately 11 million portable sets. Nearly one of every four radio receivers sold in the nation in 1956 was a portable.

Last summer nearly 72 percent of all portable sets were in regular use. Of the millions of people who frequented public play areas 44.2 percent of all groups were accompanied by radio. It is significant to note, too, that these portables received the greatest play—74.5 percent—on weekends. On the weekdays the average was 71 percent. Two potent factors can be effectively incorporated into the sales story used in soliciting weekend business: (1) delivery of a large audience, and (2) economy. Many station rate cards offer substantial savings to advertisers buying radio seven days across the board. • • •

report from representatives



Pellegrin Urges Greater Market Data; NBC Spot's Honolulu Report

The importance of developing adequate market data to influence agency buying decisions was highlighted by Frank E. Pellegrin, partner and vice president of H-R Representatives Inc., in a recent talk to station and ad men at the Advertising Club of Chicago.

Mr. Pellegrin took up the challenge of ratings.

What the timebuyers really want from stations, he said, is "accurate, current, reliable *information*. They want it . . . about everything that has to do with your station, market, audience, programs, advertisers, results, personalities, merchandising, promotion, publicity, coverage, facilities, rates—and anything else that will contribute to their knowledge and their ability to make a more intelligent buy for their clients.

Frank Pellegrin, H-R v. p.

"Put yourself in the timebuyer's seat," Mr. Pellegrin said. "He is spending a very large and important sum of money for exacting clients. No conscientious timebuyer is going to spend that client's money on blue sky, or base his buying decisions on intuition or hunches.

"He has to have *facts*. If you don't give him your facts, he will quite naturally and understandably rely on ratings . . . ratings properly and intelligently applied, if you give him the rest of the story — the additional facts which can put some flesh on the rating bones and present a complete and wholesome buying picture."

Mr. Pellegrin reminded the station men that a timebuyer must have complete information about a station on which to decide the best way of buying it for his client. If he can get it nowhere else, "he very naturally will tend to rely on audience ratings.

"Too many timebuyers have bought too many schedules on the basis of ratings alone," Mr. Pellegrin claimed. "Ratings are the most abused and most misused tools of our trade. But the fault lies . . . greatly with those stations who have failed to give these buyers the complete information on which more intelligent buying decisions could be based."

NBC Spot Market Report

NBC Spot Sales has issued its seventh market data book, a study of the fast-growing Honolulu area.

The report points out that the area's total population has increased 20 percent since 1950. Effective buying income of the Hawaiian territory is $905,809,000, with total retail sales of $478,740,000.

The market study also contains an analysis of the working hours of civilian employees of the armed forces, workers on sugar plantations and in the pineapple industry, stevedores, telephone and electrical workers. It also includes lists of the leading drug, grocery and department stores in Hawaii.

Market data books already issued by NBC Spot Sales include research on Cleveland, O.; Seattle, Wash.; Washington, D. C.; Miami, Fla.; Louisville, Ky., and Denver, Colo. • • •

TO COVERAGE—is the KOA-RADIO Route that takes your advertising message throughout the *entire* Western Market — reaching cities and towns, farms and ranches in 302 counties of 12 states!

TO SALES — is the KOA-RADIO Route — the West's best way to sell your product to over 4 million potential customers!

GET ON — STAY ON* — KOA-RADIO! It's the *only* station you need to route your product *directly* to the entire, rich Western Market.
*(*most advertisers do!)*

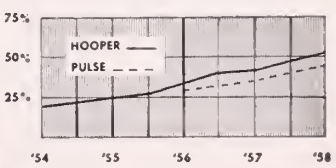
Represented nationally by Henry I. Christal Co., Inc.

KOA DENVER Radio
U.S.R. 2/58
One of America's *great* radio stations
50,000 watts **850 Kc**

Both Hooper and Pulse Prove
WEBC
Leads ALL DAY in Duluth and Superior

		Share of Audience
MORNING		
HOOPER	50.9%	
PULSE	42%	
AFTERNOON		
HOOPER	52.5%	
PULSE	46%	
EVENING		
PULSE	42%	

SHARE OF AUDIENCE



SEE YOUR HOLLINGBERY MAN
In Minneapolis See Bill Hurley

PEOPLE ARE TALKING . . . . .

At bridge clubs and everywhere about WREN'S mobile news coverage. It's one of many reasons WREN delivers 42 per cent of all Topeka homes every single day. And WREN delivers the Topeka market at a sensible rate. It's a market worth having . . . one that grows by leaps and bounds. Let your George P. Hollingbery man show you why WREN is your best Topeka buy.

5000 Watts • Topeka, Kansas

WREN

Mr. Advertiser: DON'T LOOK DOWN ON SOMETHING YOU HAVEN'T LOOKED UP!

SPECIALIZED NEGRO PROGRAMMING

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 127,600 active prospects.

1,000 W. 1590 KC.

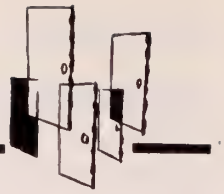
KPRS

KANSAS CITY, MISSOURI

For availabilities call Humboldt 3-3100

Represented Nationally by—
John E. Pearson Company

report from agencies



Radio Scores Biggest Year at Ayer in Decade

N. W. Ayer & Son Inc., Philadelphia, Pa., bought more radio in 1957 than in any year since the advent of television a decade ago, according to chief time-buyer, George McCoy, who expects the upward trend to continue in 1958.

Among the Ayer accounts who report a heavy swing to radio in 1958 are Philip Morris and Whitman's Chocolates, who are devoting 20 percent and 35 percent of their advertising budgets, respectively, to radio. Other accounts that have increased their radio spending include Plymouth, United Air Lines and Johnson & Johnson.

According to Mr. McCoy, who is in Ayer's New York office, "Most agencies always realized the value of radio. When tv was new, however, many advertisers decided to pour most of their budgets into television, and consequently had very little money left over for radio.

"A couple of years ago some of the big soap companies broke the ice by going back into radio, and other clients have followed suit.

"We expect to use radio extensively this year," Mr. McCoy states, "and will be buying spot and network participations."

Partly as a result of Ayer's increased use of radio and partly because of the growing trend towards transcribed commercials at the agency, radio production in 1957 was four times what it was in 1955, according to Raymond Girardin, head of the radio production department.

"The big jump came between 1955 and 1956," Mr. Girardin explains. The dollar volume in the production department in 1956 was two and a half times that of 1955. In 1957 it was practically double 1956's total.

"This includes the cost of studio time, and talent, but of course excludes air time costs, shipping and pressing," he says.

Mr. Girardin estimates that production expenditures jumped from $83,000 in 1955 to $177,000 in 1956. The figures for 1957 are as yet unavailable.

In the last two years Mr. Girardin has noted a sharp rise in the use of transcribed commercials in general, and musical commercials in particular.

"In 1955, we had two jingles on the air, and in 1957 aired around 35. Several years ago a large percentage of commercials was done live by the local announcer. Now a majority are transcribed, and most of those use music in one way or another.

"The trend toward pre-transcribing will continue," Mr. Girardin says, "because you can get better production quality and greater control over your message.

"Music, whether by itself or in conjunction with a sales message delivered by a local personality or an announcer, is here to stay," Mr. Girardin states, "because it sells effectively and entertainingly.

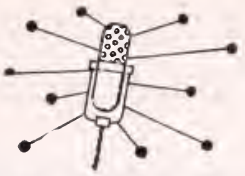
Mr. Girardin points out that in 1955, 17 clients were using transcribed commercials, mostly music. In 1956, 27 clients employed recorded commercials, and the 1957 figure was still higher.

"One of those clients," says Mr. Girardin, "is the Whitman candy company, which has an unusual radio success story. Whitman's had relied heavily on print since 1899, had used television with some success, but had never been in radio.

"When the account came to Ayer, the agency advised testing spot radio. According to the pamphlet issued by the Radio Advertising Bureau," Mr. Girardin states, "sales in 1956 in the three test cities used were substantially better than the national average. In Phoenix, Ariz., sales were up 12 percent; in Dayton, O., they rose 17 percent; in Mobile, Ala., sales climbed 11 percent in a six-month period."

As a result of these tests Whitman's has gone into radio for the first time in 1957-58 in at least 63 major markets.•••

report from networks



Dundes on '57 Gains; NBC 'Schools' Results; New Sales, Affiliates

"Today is the day of radio's greatest glory," Jules Dundes, vice president for CBS Radio, told members of the San Francisco Advertising Club late last month.

Mr. Dundes pointed to the fact that the 15 biggest users of network radio in the peak year of 1948—Procter & Gamble, Sterling Drug, General Mills, General Foods, Gillette, Miles Labs, American Tobacco, Lever Brothers, Liggett & Myers, American Home Products, Colgate-Palmolive, R. J. Reynolds, Philip Morris, Swift & Co. and General Electric —had, with only one exception, used radio in 1957.

He added that two of the "giants among the giants in American industry," Ford and General Motors, not important in network radio in 1948, are strong users today.

"Your customers," he told the ad men, "turn [radio] on in the morning, in the afternoon, in the evening . . . on weekdays, on weekends. During the middle of the night, too. And every time they do, you are presented with an opportunity seldom accorded a man with something to sell. You are invited in."

CBS Radio has added $500,000 in new network sales with contracts from Kiplinger's *Changing Times* magazine, Charles Pfizer & Co. for Candettes, *Good Housekeeping* magazine and Dodge Division of Chrysler Corp.

NBC School Project

In his report on the achievements of the NBC owned stations' "Know Your Schools" project, Thomas B. McFadden, owned stations vice president, reveals that public attention was focused on the schools by a total of 800 million audience impressions. They resulted, he says, from 200 hours of programs and 3,000 public service announcements valued at an estimated $1 million.

On the business side, 18 new sales and three renewals totalling $3,793,748 in net revenue, were announced by Matthew J. Culligan, vice president of the NBC Radio network.

Bristol-Myers Co. placed a 52-week renewal for *News On The Hour,* and the Sun Oil Co. renewed sponsorship of *Three Star Extra* for 26 weeks.

Among new orders were: Amity Leather Products, Heller Sperry Inc., Andrew Jergens Co., the *Journal of Lifetime Living,* Highgrade Food Products, Mail Pouch Tobacco, *McCall's* magazine, Ship 'n Shore Blouses, 20th Century Fox, United Insurance Co. of America. (For other sponsors see *Report from Networks,* Jan. 1958.)

New Mutual Features

Mutual is now broadcasting a block of four five-minute features in the 10:40-11 a.m. (EST) time period. The shows, starring Boris Karloff, Maggi McNellis, Gayelord Hauser and Fred Robbins, are being presented as "station service" features.

Hudson Vitamin Corp., a longtime Mutual sponsor, is the first firm to order network participations in the post-midnight *Barry Gray Show.* The messages will be aired during the first hour of the midnight-to-2 a.m. (EST) program.

ABN Business, Affiliates

ABN has signed Liggett & Meyers Tobacco Co., for L & M cigarettes, to a two-year contract for seven participations a week on the Monday-through-Friday Jim Backus and Herb Oscar Anderson shows.

Stations which became ABN affiliates in January include WCGC Charlotte, N. C., KCBC Des Moines, Ia., WAMV St. Louis, Mo., WTXL Springfield, Mass., WSRS Cleveland, O., and KOY, Phoenix, Ariz.

Keystone Growth

The Keystone Broadcasting System reports it has added 12 new affiliates, bringing its total to 1,024. They are: KPER Gilroy, Cal., KGEN Tulare, Cal., KGRN, Grinnel, Ia., WLCK Scottsville, Ky., WABM Houlton, Me., WAGM Presque Isle, Me., WRSA Saratoga Springs, N. Y.; WMSJ Sylva, N. C., WTYN Tryon, N. C., KREL Baytown, Tex., WCWC Ripon, Wis., and KIML Gillette, Wyo. • • •

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

*** *U.S. RADIO***

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

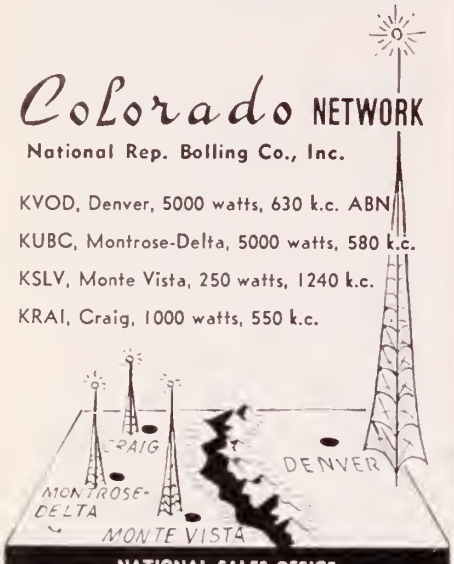
50 WEST 57th STREET

NEW YORK 19, NEW YORK

The BEST Coverage
of the
Colorado Market
at the LOWEST Cost

Colorado NETWORK
National Rep. Bolling Co., Inc.

KVOD, Denver, 5000 watts, 630 k.c. ABN
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.



NATIONAL SALES OFFICE
MIDLAND SAVINGS BLDG., DENVER 2, COLORADO
Phone: TAbor 5-2291 TWX: DN 483

KFAL RADIO
FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

With a total of 46,000 Households in the SIX County local area daytime coverage of KFAL.

Highest daily Day-Radio average circulation in Central Missouri's 23 county area per NCS#2.

Excellent avails in most time periods.

Contact—
INDIE SALES, INC.
or
KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

report from Canada

International Surveys Uses Diary Method In Measuring Audience

(This is the third in a series on major Canadian rating systems.)

International Surveys Ltd. measures the extent and characteristics of the Canadian radio audience through a continuous radio panel-diary technique. The panel consists of 2,000 families or 8,700 individuals, with a turnover rate of approximately 10 percent a year. This carefully selected group keeps a written diary of programs listened to for one week out of every month.

Paul Haynes, president of International Surveys since its inception in 1944, explains what he believes are his system's major selling points:

• Its monthly reports provide projectible ratings for all network and selective radio, because the panel sample is representative of the total family population of Canada.

• The firm distributes quarterly breakdowns of the characteristics of the listening audience by education, age of housewife, presence of children and economic status. This enables the advertiser to determine the extent and type of audience listening to a particular program.

• The panel provides the facts needed to determine the cost per radio home delivered, so that the sponsor may compare the cost of radio with other media.

• International Surveys attempts to measure the effectiveness of a program in producing sales and the extent to which a program covers the market for any product. This is done through another panel, the Consumer Panel of Canada. Mr. Haynes claims that by correlating the results of the two panels, composed of the same families, his firm is able to determine the number of listeners who actually use the product of a particular sponsor.

The Radio Panel of Canada also provides material for the following qualitative analyses, Mr. Haynes points out:

Program duplication—for advertisers with two or more programs this analysis measures combined, unduplicated audiences as well as the degree to which programs duplicate the coverage.

Paul Haynes, president.

Audience flow—the movement of the audience from program to program is measured.

Cumulative audience—the number of new families added by each broadcast.

Frequency of listening—to determine what proportion of the audience listens to a program how many times for a given period.

Internal program audience fluctuations — the ebb and flow of audience size during a program by specific time periods.

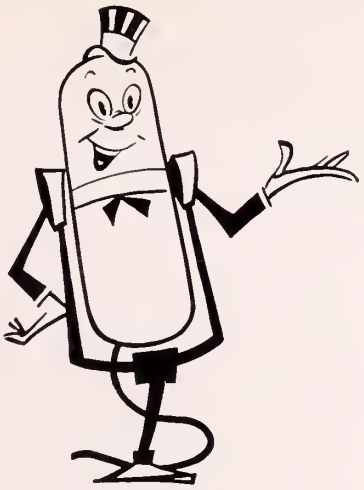
Audience turnover—the ratio between the number of net families who listened one or more times and the number of average listenings to any program.

The subscriber to International Surveys receives three types of reports. The monthly report contains all network and certain selective radio programs.

The quarterly report deals with the characteristics of the audience, and the sets-in-use report measures the percent of radio homes in use for each half-hour period of the day.

Data is collected by means of a diary, which covers time from 6 a.m. to midnight each day for a seven-day week. Each hour is divided into 15-minute intervals.

Panel families are put through a three-month training period during which their results are not tabulated, but are checked for errors in recording technique. • • •



U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**
50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***
1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____
Company_____
Type of Business_____
☐ Company or
☐ Home Address_____
City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

CAR RADIO (Cont'd from p. 17)

of car—new and old. As a consequence, Mr. Riker reports that three auto companies are close to signing for the monthly reports.

In an effort to find out when America's cars are on the road, Mutual Broadcasting System went to certain turnpike authorities to get a percentage revenue breakdown by hours for an average day.

The returns from the West Virginia Turnpike, the Oklahoma Turnpike, New Jersey's Garden State Parkway and the Kansas Turnpike indicate that the car audience potential is there 24 hours a day. MBS reports that 10.3 percent of the 88-mile West Virginia Turnpike's revenue is derived from the hours of 6 p.m. to 4 a.m. Breaking this down a little further, the figures show that 29.4 percent of the total revenue is received during the hours of 6 p.m. to midnight, and 10.9 percent from midnight to 4 a.m. These are hours when we normally think of people either being at home and/or sleeping.

For the Oklahoma Turnpike, revenue taken in during the hours from 6 p.m. to 4 a.m. accounts for 34.24 percent of the total income for the day. And for the Garden State Parkway, these hours account for 37.5 percent of the day's total revenue.

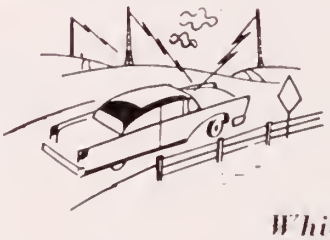
MBS states that the Kansas Turnpike Authority reports the work shift between 2 and 10 p.m. as the heaviest for passenger traffic, accounting for more than 50 percent of the turnpike's total traffic.

Mutual puts the following interpretation on this information:

"These figures are far from conclusive. But they do show one thing—that this is truly a mobile America and that it is foolhearty to accept as axiomatic the checking of a few thousand home sets as the yardstick to determine radio listening. . . . We know that goodly percentages of these homes are empty. Their owners and residents are on the highways."

Attentive Drivers

The question of whether people in their cars listen and to what extent are they attentive was explored by CBS in a report they issued a couple of seasons back. The survey was conducted by Advertest Research and was called "Do They Listen?" The interviews, held on the New Jersey Turnpike on two successive Sunday evenings, showed that not only do people listen, but they remember what they heard. Of the cars tuned to CBS programming (23.1 rating), more than 75 percent could repeat substantial portions of the sponsor's commercials.



Unless the Pulse exact methodology —which received an award by the American Marketing Association— is used, unidentified "extra" listening is more confusing than helpful, if not pinned down to the exact station, program, *and related to the family base of homes.*

The car listening factor for a program like *Monitor,* which is aimed at people who are doing things on the weekend, is substantial. NBC estimates that the car factor for the total *Monitor* audience during various parts of the year is as follows: summer, 40 to 45 percent; spring and fall, 35 to 40 percent, and winter, 30 percent.

Out-of-Home Radio

The extent to which car listening is part of the total radio audience was discovered several years ago by the Alfred Politz research organization in its work for the Henry I. Christal stations. The first study, "The Importance of Radio in Television Areas," was done in late 1952 and early 1953. And at that early time, the study showed that for certain periods of the day, 25 percent of the radio audience is out-of-home, with car listening accounting for 16 percent of the total, for the between breakfast and lunch audience. A survey completed last year by Politz for the Christal firm is expected to be released soon and reportedly will show car radio as an even more substantial chunk of total listening.

An updating of earlier findings was done last year in the 52-county upstate New York area for four Christal stations—WBEN Buffalo, WHAM Rochester, WGY Schenectady and WSYR Syracuse. The survey showed that car listening can account for 21.3 percent of the total audience at certain times of the day. And during such at-home hours as 10 to 12 p.m., car listening accounts for 16.3 percent.

Among the many things that stations are doing locally to measure the car radio factor is seen at WCCO Minneapolis, Minn. This station has developed traffic flow charts for each of three years (1954, 1955 and 1957). By doing this, WCCO is able to determine peak traffic hours as well as increases in the number of cars in use from year to year.

It is perhaps significant that from March 1954 to March 1957 there was little change in the overall pattern of traffic flow, while the total number of cars in use expanded greatly. For example, the peak weekday hours of 7 to 8 a.m. in the morning and 4 to 6 p.m. in the evening remains relatively unchanged from 1954 to 1957.

But during these years, the number of cars on the road in WCCO's area has grown noticeably. In 1954, peak weekday traffic was about 58,000 cars, compared with more than 64,000 for 1957.

Another station, WTTM Trenton, N. J., examined its area's traffic flow and found that there were more breadwinners travelling to and from work between midnight and 1 a.m. than between 7 and 8 a.m.

The station conceded that peak travel hours are between 8 and 9 a.m., and secondly 5 to 6 p.m. But according to Fred E. Walker, general manager, "The important point is that between 11 p.m. and 1 a.m. . . . agencies and advertisers have a . . . traffic period equal to the flow from 6 to 8 a.m."

As demonstrated by the great national and local research activity, auto listening across the country is proving that radio is an around-the-clock medium. • • •

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

THE INDUSTRY'S LARGEST*

NATIONAL MEDIA BROKERAGE FIRM

presents these outstanding investments

EASTERN	CENTRAL	MIDWEST	SOUTH	SOUTHWEST	WEST
NEW ENGLAND INDEPENDENT	NETWORK FULLTIME	1,000 WATT DAYTIMER	MAJOR FULLTIME	WEST TEXAS INDEPENDENT	NETWORK AM-TV
$130,000	$40,000	$40,000	$300,000	$150,000	$1,350,000
Single station. Solid economy plus new government spending. Profitable. Terms.	Station serves tremendous retail sales area. High fixed assets. Liberal financing.	Located in the heart of a sportsman's paradise. Ideal for owner-operator. $17,000 down.	A new and excellent facility in the South's major market. Unlimited potential. Some financing.	Fulltime 100-watter in semi-major market. Booming market based on oil, gas and agriculture. Attractive terms.	This is an excellent facility located in a good growth market. Network affiliate. Terms.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	CLEVELAND Jackson B. Maurer 2414 Terminal Tower TO 1-6727	CHICAGO, ILL. Ray V. Hamilton Barney Ogle Tribune Tower DE 7-2754	ATLANTA, GA. Jack L. Barton 1515 Healey Bldg. JA 3-3431	DALLAS, TEX. Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	SAN FRANCISCO W. R. (Ike) Twining 111 Sutter St. EX 2-5671

* Largest radio-television sales volume in our field.

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

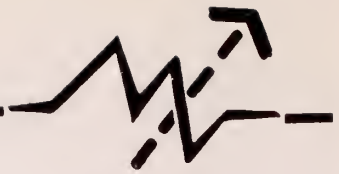
ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

radio ratings



Special Pulse Report On Network Ratings Has New Listener Data

The latest Pulse network rating report includes data never before issued in this type of service, according to the ratings firm. The new monthly survey is aimed at the needs of the advertiser, and its principal findings are:

- The peak weekday radio listening time in all four time zones is between 8 and 8:30 a.m. for homes using radio.
- News is the single largest program item, amounting to 150 out of more than 350 programs listed.
- The peak hours for listeners- per-set-in-use are 8 a.m. and 7 p.m. for Monday through Friday.

For homes using radio on Saturdays, the Pacific time zone peak is between 10 and 10:30 a.m., and 11 and 11:30 a.m. in the East, Central and Mountain zones. The greatest variance, however, is on Sundays when in the East and Central zones the peak audience is from 4:15 to 4:45 p.m. In the Mountain area it is between 2-2:30 p.m., and for the Pacific zone it is between 1:30 and 2 p.m.

For listeners-per-sets-in-use the top nighttime hours are 7, 8 and 9 p.m. for weekdays. On Saturdays the audience peak is at 12:30 p.m., and on Sundays at 5 p.m.

In addition to the customary ratings, Pulse states that this report includes:

- In-and-out-of-home listening.
- Definitive audience composition data on each program.
- The name of each market airing the program.

Charts for the homes-using-radio are divided by quarter hours in each of the four time zones.

The program rating report is based on more than 18.5 million radio homes in the top 26 metropolitan areas, and is tabulated from 6 a.m. to midnight for Monday through Friday, and for Saturday and Sunday. Only programs broadcast in at least 10 of the 26 markets are reported.

These markets are Atlanta, Ga.; Baltimore, Md.; Boston; Buffalo, N. Y.; Chicago; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Detroit; Houston, Tex.; Kansas City, Mo.; Los Angeles; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; New York: Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; San Diego, Cal.; San Francisco; St. Louis, Mo.; Seattle, Wash., and Washington, D. C.

Dr. Sydney Roslow, president

In addition to its new network ratings. Pulse has announced the opening of a new branch office in Chicago to service clients in the midwest area.

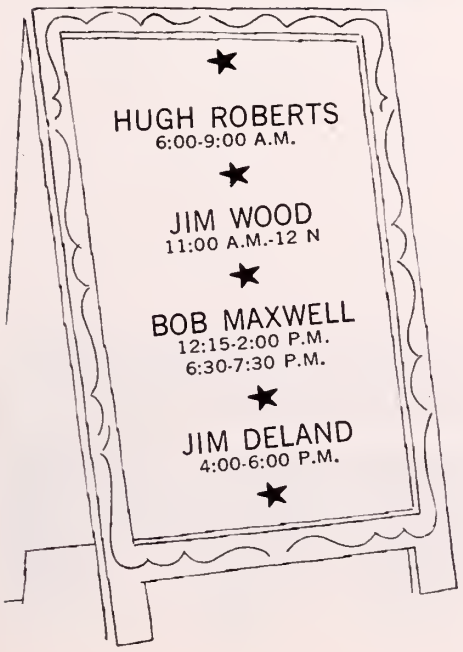
Dr. Sydney Roslow, president, has named George Herro as director of the new division. Mr. Herro was formerly an account executive with the Mutual Broadcasting System in Chicago.

Nielsen Expansion

The A. C. Nielsen Co. is now established in 11 different countries, exceeds $20 million in service volume a year and employs a world-wide staff of more than 3,300 persons, according to its president, A. C. Nielsen Jr.

He also reveals plans for the construction of another floor which will add 11,000 square feet to the Nielsen Building in Chicago. The new addition, he states, will include private office space for client service and administrative personnel of both the broadcast and food-drug divisions, as well as larger quarters for the broadcast division's report production department. • • •

IN DETROIT, GET MP



reaches **MORE PEOPLE**

moves **MORE PRODUCTS**

makes **MORE PROFITS**

AM and FM

WWJ RADIO

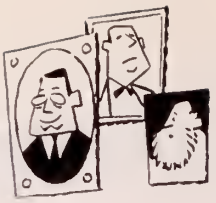
WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

names and faces



Noting the Changes Among The People of the Industry

STATIONS

CHARLES L. MURN, formerly sales manager, elected to the board of directors and appointed station manager of WOKO Albany, N. Y.

R. MORRIS PIERCE promoted to vice president and general manager and REID G. CHAPMAN named station manager of WANE Fort Wayne, Ind.

WILLIAM F. MALO JR., formerly president of WHAR Clarksburg, W. Va., named vice president and general manager of WCTC New Brunswick, N. J.

MEL S. BURKA, who has served as acting manager, appointed general manager of WTIP Charleston, W. Va.

NED SHERIDAN, former program manager for WPAY Portsmouth, O., appointed general manager of WAVY Portsmouth, Va. WAVY also named CLAYTON W. ELEY JR. sales manager and LEE ALLAN program manager.

JAYNE SWAIN, former assistant manager of WAKE Atlanta, Ga., named station manager.

PETER P. THEG, previously manager of WMTV Madison, Wis., appointed station manager of WHDH Boston.

THOMAS WHITLEY appointed acting station manager and MICHAEL SECREST named program director of WYDE Birmingham, Ala.

DONALD F. KNOWLES, formerly sales consultant for WRKD Rockland, Me., appointed station manager of WPOR Portland, Me.

JOE KENDALL, former owner of KXLE Ellensburg, Wash., appointed manager of KEPR Kennewick, Wash.

THOMAS D. TYSON, former advertising and sales promotion manager of the J. A. Williams Co., named press, advertising, and promotion manager of WAMP and WFMP Pittsburgh, Pa.

MERRIE LYNN JUNKIN, recently women's director of KVOD Denver, Colo., named director of promotion for KTLN Denver. DAN DAVIS has joined the sales staff.

WILLIAM DEAN, former division sales manager for A. S. Aloe Co. of St. Louis, Mo., has joined KMOX St. Louis as account executive.

ALDEN L. OLSON has joined KRHM (FM) Los Angeles as account executive. He was formerly in the Los Angeles sales office of the *Wall Street Journal*.

M. EARLE McDONALD, account executive for WRVA Richmond, Va., promoted to Richmond sales manager.

CURTIS PRIOR, merchandise manager for WRC Washington, D. C., promoted to account executive.

CARLETON SIECK, assistant general sales manager for KNX Los Angeles and the CBS Radio Pacific Network since 1956, named eastern sales representative for KNX-CRPN.

NETWORKS

EDWARD STANLEY appointed director of public affairs for NBC. He was formerly manager of public service programs.

REPRESENTATIVES

MORTON A. BARRETT, salesman with The Bolling Co. since 1953, appointed secretary and director of sales development. TED VAN ERK, former special agent of the FBI in New York, succeeds him.

FREDERICK G. NEUBERTH JR. promoted to the newly created post of director of radio research by Avery-Knodel Inc.

ROBERT V. MEANY, formerly with BBDO's research department, named presentations director and MARTIN GOLDBERG promoted to audience and market analysis director of H-R Representatives Inc.

ROBERT J. LOBDELL, recently with Weed & Co., has joined Adam Young Inc. as a radio salesman.

ROBERT ROSS TORTORICH has joined the Chicago sales staff of the John E. Pearson Co., replacing FRANK FROST, named manager of the new Des Moines, Ia., office.

GEORGE ARNOLD named manager of sales development and FULTON WILKINS named account executive for CBS Radio Spot Sales. Also SAM B. SCHNEIDER named account executive in Chicago.

INDUSTRY-WIDE

WARREN J. BOOROM, formerly RAB promotion manager, promoted to director of member service. Also promoted by RAB: CARL J. RAYMOND and ROBERT F. NIMS to regional managers in the member service department.

AGENCIES

J. A. H. REHM, formerly executive vice president and treasurer, elected president of Paris & Peart Inc. He continues as treasurer. Also GEORGE M. CLELAND and WILLIAM F. JAMES elected senior vice presidents. ROBERT METZ has joined the agency as account executive.

ARTHUR DECKER, formerly senior vice president of the Buchen Co., appointed senior vice president of Donahue & Coe and general manager of the Chicago office.

RICHARD LOCKMAN, vice president and director, appointed general manager of Emil Mogul Co. Inc., New York. BERNARD KRAMER, account supervisor, and ALFRED PAUL BERGER, copy chief, elected vice presidents.

ROBERT D. LINDSEY named director of the BBDO research department in New York; EDWARD C. FLERI JR. named supervisor of spot radio and tv buying, and JOHN J. VINCE appointed vice president and Toronto office copy director by BBDO.

STANLEY D. CANTER, director of research at Ogilvy, Benson & Mather Inc., New York, appointed a vice president.

SAMUEL FREY has joined the agency as vice president and director of media. He was formerly director of media of the Colgate-Palmolive Co.

JOE McDONOUGH, creative group head, elected a vice president of Cunningham & Walsh Inc., New York.

Decker

Tyson

McDonough

Frey

Whitley

Pierce

Burka

Lockman

How your truth dollars help keep the Reds in the red

• The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.

And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why *your* truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

FREEDOM IS NOT FREE!

Your Dollars Are Needed To Keep Radio Free Europe On The Air

SEND YOUR TRUTH DOLLARS TO

CRUSADE for FREEDOM

CARE OF YOUR LOCAL POSTMASTER

PUBLIC SERVICE ADVERTISING COUNCIL

EDITORIAL

. . . the 24-hour audience

CAR LISTENERSHIP

If ever there was proof that more adequate measurement of radio's total audience is needed, it is in the examination of existing data on car radio listening.

Present information indicates that the auto audience is a giant in its own right. There are almost as many car sets in use as there are television sets. In addition, car radio tune-in during the late evening hours, supposedly non-traffic hours, shows that even at slack times the car listening audience is higher than the circulation of many weekly consumer magazines.

What is needed is more detailed research that will pinpoint the present data which indicates that car radio is a potent segment of the total radio audience.

The sound medium, of course, is primarily an in-home vehicle. But to evaluate radio fully, the dimension of out-of-home listening must be considered.

The largest segment of out-of-home listening is through car radios. It is estimated that about 36.5 million auto sets are in use (see *Car Radio,* p. 15). With this kind of coverage an advertiser can reach more than 65 percent of the nation's households.

THE REAL IMPACT

But the important fact for an advertiser is that these car sets are not only available but they are being turned on. Present research shows that during normally heavy driving hours, the car audience can account for between 25 and 50 percent of the total radio audience. At certain peak times of the year, this figure can be as high as 55 percent.

The need for important data again becomes clear when examining the 24-hour nature of the radio audience. Revenue figures from turnpike authorities show that people are on the move in their cars all day and night. The car audience has indeed enhanced the around-the-clock dimension of the sound medium.

The actual figures of sets turned on during certain times of the day tell the story. A conservative estimate would place almost six million car radios tuned in during heavy driving hours.

But even during supposedly non-traffic hours the number of car radios turned on across the country at the same time is considerable. In post-dinner hours, for example, there are an estimated 1.5 million car sets in use.

The facts on hand truly indicate that the radio audience is everywhere, all the time. Greater evidence will prove this even more effectively.

BIG YEAR IN RADIO SET SALES

One of the most convincing factual testimonials to listener interest in today's radio is found in data on radio production and sales in 1957. According to the Electronics Industries Association, total 1957 radio production amounted to 15.4 million units, and total sales last year came to 9.7 million (see *Airwaves,* p. 3).

EIA reports that 1957 was the biggest year in radio sales since 1948 and the sixth highest since 1922, the year commercial radio began.

This growing demand for radio sets, both the in-home and out-of-home varieties, points up radio's dominant role.

When people walk into a store and pay for a radio set it is strong evidence of listenership—and, according to receiver sales, listenership in greater and greater numbers.

Here's what happened in St.Louis when a dynamic team of young Balaban Radio Executives, took over the reigns of WIL, the oldest commercial radio station in St.Louis now in its 37th year of community service.

INSTANTANEOUS COMBUSTION

- It was **instantaneous**! That's the way St. Louis accepted wonderful WIL radio. The first 30 days brought an unprecedented, 30,000 pieces of mail. (Ask our mailmen!)
- Advertisers and advertising agencies re-acted instantaneously, too. They made Jan. '58 the biggest new business month in this station's 37 year history. (List of "blue chip" sponsors available on request.)
- WIL is setting this great midwestern market on fire. (The Fire Captain said . . ."it was **INSTANTANEOUS COMBUSTION!**")
- Get hot with wonderful WIL radio . . . with bright happy personalities . . . enjoyable music . . . complete news . . . 24-hours a day. For instantaneous action call John Box or your Adam Young man.

Sell St.Louis with the "hottest" station in the midwest...

WONDERFUL
JOHN F. BOX, JR.
Executive Vice-President

WIL Radio

ST. LOUIS, MO.
Sold Nationally By
ADAM YOUNG, INC.

ONE OF THE BALABAN STATIONS . . . IN TEMPO WITH THE TIMES

Copyright 1958 The Balaban Stations

NEW YORK'S FASTEST GROWING RADIO STATION

W I N S

. . . announces the appointment of . . .

THE KATZ AGENCY, INC.

as National Advertising Representatives

EFFECTIVE MARCH 1, 1958

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO

MARCH

1958

35 CENTS

HTTIME RADIO
Evidence Spurs
ertiser Interest
page 15

ACHES INVESTORS
e & Co. Pre-selects
ested Audience
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TION TRADING
ers Examine
Prospects
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Programming
he 'Attentive Ear'
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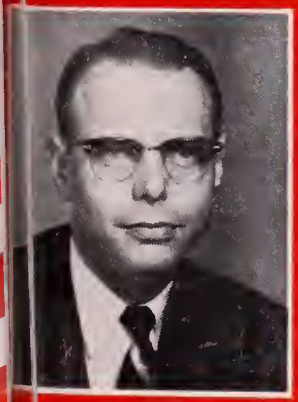


E. B. Brogan
can Motors
Weekend Radio
to Sales
page 18

"our news makes news... makes listeners"

This is something we can't be modest about. Our news service is outstanding.

Our news departments are staffed with top local people who have national reputations. In our Volkswagen Newsmobiles, they're on the scene of action as swiftly as the police, or the fire department. They do remotes from every part of our coverage area.

Naturally, this kind of coverage pays off with listeners. They stay with us to get more news...more weathercasts—more often.

There's a full report on our news operations in a new color film. It makes clear why, in both Akron and Providence Greater Metropolitan Areas we deliver more listeners per dollar than competing stations. A note or call is all it takes to arrange a showing.

*Tim Elliot, President **Jean Elliot, Vice-Pres.

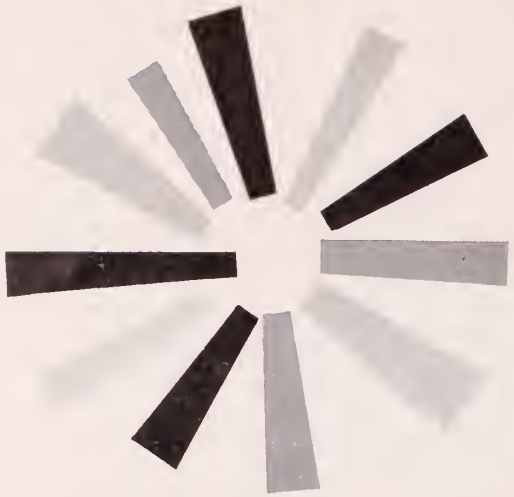
THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

REPRESENTED BY AVERY-KNODEL

WCUE
AKRON, OHIO

PROVIDENCE, R. I.
WICE



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WIL Radio

ST. LOUIS, MO.

Sold Nationally By
ADAM YOUNG, INC.

ONE OF THE BALABAN STATIONS . . . IN TEMPO WITH THE TIMES

Copyright 1958 The Balaban Stations

In Washington **WRC**
IS THE SPEAKER OF THE HOUSE

DAY & NIGHT
ALL WEEK LONG

And the most recent Nielsen* proves it: WRC's *26.4%* average share-of-audience for the total week *tops all of the 16 other radio stations in the nation's Capital!*

WRC's roster of outstanding local talent—Washington's most popular entertainers and personalities—is responsible in large measure for this position of leadership. Al Ross, Gene Archer, Patty Cavin, Ed Walker, Bill Sprague, Bryson Rash, Jim Simpson and Art Lamb are richly endowed with listener loyalty, the kind that's easily turned into *brand* loyalty.

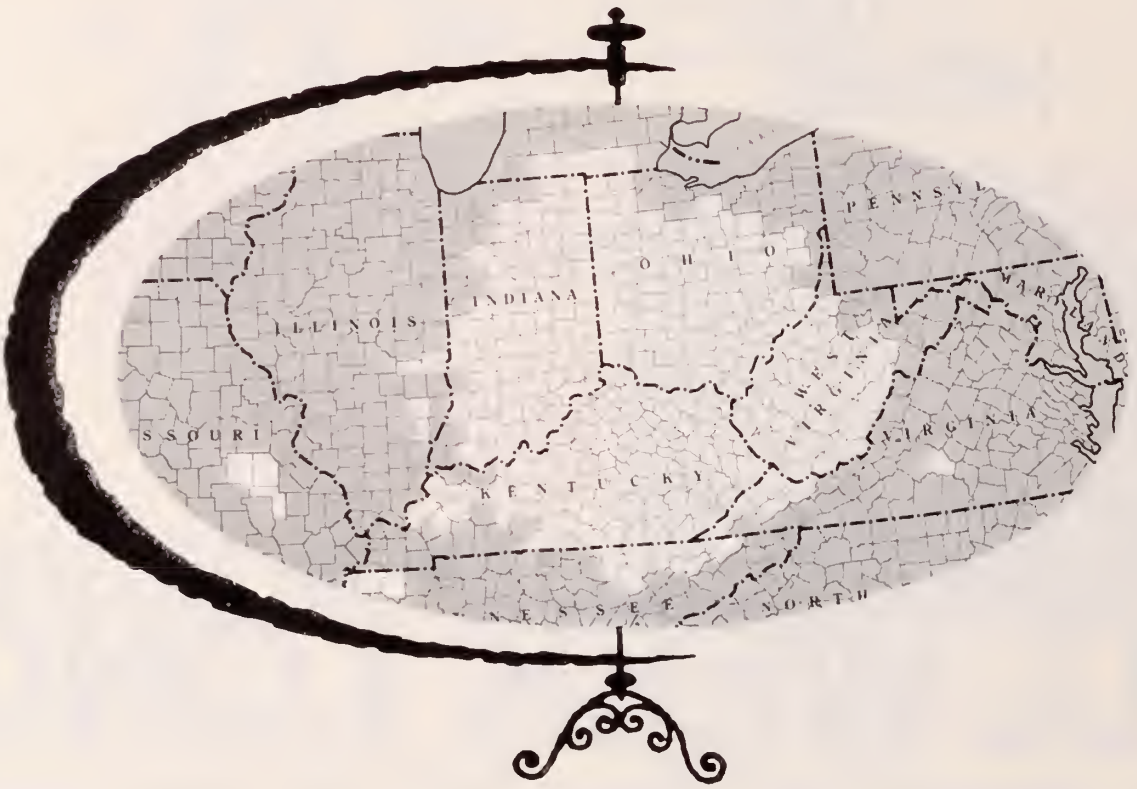
If Washington's Number One Radio Station isn't already speaking for *your* brand, WRC or NBC Spot Sales will arrange a sound selling schedule for you immediately. **WRC·980**

**NSI Report—Washington, D.C. Area—November 1957*

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coveroge oreo	334	3,116,800	2,987,910
Homes reoched	Totol	% of Totol Homes	% of Rodio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

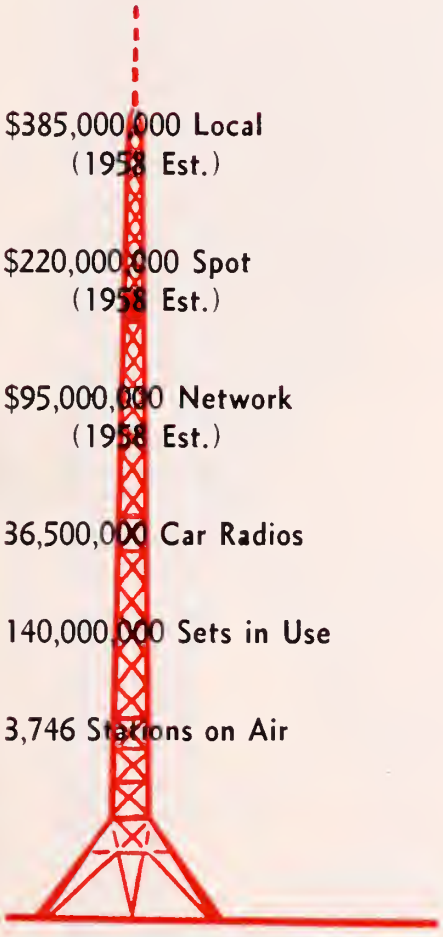
NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

	Once	3 or more	6 or 7	Daily Avg.
Doytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

Radio's Barometer



Spot: Adam Young Inc., station representative, reports a 73 percent rise in volume of radio business for the first two months of 1958. Excluding Young's new clients, billings on stations represented by the firm are up an average of 40 percent over the same period last year.

Networks: The 1957 index of national advertising by *Printers' Ink* rose an overall four percent above 1956. Network radio showed the sharpest gain—11 percent. The magazine does not tabulate spot buying in its national index.

CBS Radio had an important year in 1957, with revenue up for the first time since 1950. The increase registered was both in dollars and in number of sponsored quarter hours. The last quarter of 1957 was 56 percent ahead of the previous year. (See p. 30.)

Stations. Total stations on the air, both am and fm, increased again in February — to 3,746, up 14 over January:

	Commercial AM	*Commercial FM*
Stations on the air	3,210	536
Applications pending	397	39
Under construction	94	62

WGN Chicago reports that it is presently enjoying the largest billings in its history. Revenue for January 1958 showed a 15 percent increase over January 1957; and the station anticipates a seven percent increase in February over January 1958, which would be 23 percent over February 1957.

KNX Los Angeles states that on August 17 total gross billings for the day set a new KNX mark with $75,000. This figure was exceeded on December 12 with a single day's total of $92,000.

Sets: RAB reports that approximately 5.5 million auto radios went to consumers last year, compared to 5 million in 1956. Electronic Industries Association figures for November 1957 show auto radio production at 563,000. For December 1957 the total was 570,000.

RAB figures on set sales for the past decade point out that 1957 was a record year:

1947	20,000,000	1952	10,935,000
1948	16,500,000	1953	13,369,000
1949	11,400,000	1954	10,401,000
1950	14,590,000	1955	14,900,000
1951	12,627,000	1956	13,982,000
		1957	15,300,000

RANKS 11th

IN THE NATION

in per family income
($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL

AM
FM
TV

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May. 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL

AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

for buyers and sellers of radio advertising

U.S. RADIO

MARCH - 1958 VOL. 2 - NO. 3

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Accepted as controlled circulation publication at Baltimore, Maryland.

INTRODUCING

the Star stations

KOIL

Number one in Omaha

HOOPER 43.3 share
Dec., '57 - Jan. '58, 8 A.M. - 10 P.M.

PULSE 7.1 average rating
Dec., 1957 - 7 A.M. - 6 P.M.

TRENDEX 40.8 share
Dec., 1957, 8 A.M. - 6 P.M.

Check With AVERY-KNODEL

KMYR*

No. 1 in the 15 Station Denver Market

HOOPER - Jan. 1958
8 A.M. - 6 P.M.
Check with ADAM YOUNG

KWIK

More listeners than all other Pocatello stations combined according to the most recent Hooper.

Check with AVERY-KNODEL

KOIL—Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR*—Denver
REPRESENTED NATIONALLY BY
ADAM J. YOUNG, JR.

KWIK—Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

DON W. BURDEN, *President*

** Subject to FCC Approval*

(Dominance for the station . . . dominance for your message)

In each of these major markets . . .

more radios are tuned to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all day average. Proof: Pulse. See Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

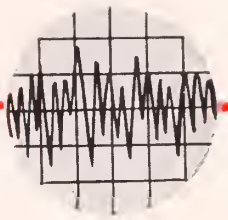
NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.6%) —a new high . . . Pulse, too. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



GE Plant Prepares For Transistor Expansion

The General Electric Co. has announced a new organization of its transistor plant to meet the changing demands of "present . . . production rates of hundreds of thousands a month to several million predicted in the next few years for the Buffalo plant." GE states that the industry made about 27 million transistors in 1957 and by 1965 about 360 to 400 million a year will be produced.

Politz Study for Christal Shows Out-of-Home Strength

The total out-of-home radio audience has assumed vast proportions, according to the latest Alfred Politz Inc. study which was conducted for the Henry I. Christal Co., station representative. The study shows that 7,550,000 people 15 years old and over listen out of home between 7 and 10 a.m. on an average day, with seven million listening between four and seven p.m. At no time during the course of the day does the out-of-home audience fall below 1,650,000 people. This occurs between 10 p.m. and midnight.

Top 15 Advertisers Are Back in the Fold

With the signing of the American Tobacco Co. and the Campbell Soup Co., the 15 advertisers who dominated network radio in the pre-tv days have now returned to one or more of the networks. NBC has announced that those two companies have signed for total participations amounting to $300,000, according to Matthew J. Culligan, vice president in charge of the network. The tobacco firm has purchased for Lucky Strike 13 weeks of Bob and Ray vignettes, while the soup company has bought eight weeks of announcements on daytime programs.

Broadcasters Prepare Good Practice Symbols

Broadcasters this month are starting a new program to promote the use of good practice symbols, which will be in both the audio and visual forms. The Standards of Good Practice Committee of the National Association of Broadcasters will circulate among its members this month "pledges of adherence." When the broadcaster signs and returns the pledge, his station will receive a complete kit of promotional material.

Pulse to List Programs by Stations

The Pulse Inc. is coming out with a new format which will report the names of the programs by individual stations at hourly periods. The new report, to be issued semi-annually, will be the first time Pulse has listed program titles to this extent.

Young to Analyze Nighttime Listening

Adam Young Inc., station representative, is working on a nighttime radio study, analyzing the top 25 markets for after-dark listening (see *Dialing After Dark*, p. 15). This is the third in a series of radio studies conducted by the representative.

Hammer Becomes President Of Mutual Broadcasting

Armand Hammer, chairman of the board of MBS, has assumed the presidency, with George Vogel becoming executive vice president. This team replaces Paul Roberts, a chief stockholder, and Bertram J. Hauser, respectively. Although MBS states no major changes will result in this shift, it is reported that there will be a greater emphasis on news-and-music concept.

Years Ahead

FORTUNE magazine this month gives recognition to Bartell Family Radio leadership in scientific research for achievement of maximum audience. Continual sampling and experimentation keeps Bartell Family Radio years ahead.

BARTELL FAMILY RADIO

Years ahead in enrichment of audience composition. Years ahead in constant audience participation and response. Years ahead in community leadership.

Success of Bartell Family Radio, as FORTUNE indicates, is the product of scholarship, showmanship, salesmanship.

Bartell It... and Sell It!

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

washington

Inquiry Continues
But With Changes Made

The FCC is still taking it on the chin. Clouded by name-calling, contradictions in testimony, internal bickering and more than its share of newspaper headlines, the hearings of the House Legislative Oversight Subcommittee continue to dominate interest on Capitol Hill. Former chief counsel Bernard Schwartz is, in a word, gone but not forgotten. Information, sought out and compiled under his direction, on alleged misconduct in federal regulatory agencies—particularly the FCC—is a lasting memento from Dr. Schwartz to the crusade to clean up administrative agencies.

FCC is Still
The Prime Target

The entire proceeding—confused as it is—makes it difficult to distinguish fact from innuendo. One point seems certain: the judgment and foresight of public officials whose conduct in office is under scrutiny has not been altogether 20/20. If, as certain evidence indicates, the FCC is subject to "pressure tactics" then a revision in the law is to be desired. Commissioners are by existing law subject to "pressure" from any number of sources—including the Congress.

Positive Legislation
May be the Outcome

Legislation, to immunize the FCC from "influences" on its decisions, is a possible outcome of this inquiry. Among the more frequently suggested cure-alls for regulatory agency woes in general and the FCC's in particular are: to forbid a commissioner by law to accept any compensation for outside activity; to require the FCC to adopt a code of ethics which would make it possible for the Commission to be truly independent of pressure and influence from outside sources; to increase the seven-man FCC to a body of nine, thus developing a panel operation that does not exist at present, and to lengthen a commissioner's time in office beyond the current seven-year term.

Normal Workload
Forced to Wait Its Turn

So harassed is the FCC in keeping up with demands of the inquiry, there is little or no time left to tend to the urgent problems that confront the broadcast industry. Such matters, for example, as the Daytime Broadcasters Association's petition for a longer broadcast day gather dust on the FCC shelf.

Debate on the Barrow
Study Gets Underway

Hill involvements have spelled a virtual work standstill at the Commission with one major exception. Hearings on the Barrow report, issued last October by the FCC network study group, got underway March 3. Though the report concerned itself primarily with tv network practices, recommendation was made to conduct an "exhaustive study" of radio as soon as personnel and money for such a project becomes available. The list of witnesses yet to testify at the hearing is extensive. Every major interest in the broadcasting industry will get a word in before this series of hearings terminates.

House Joins Senate
In Music Licensing Probes

Congressional interest in music licensing problems continues to mount. Senate hearings on a bill to outlaw ownership by networks and stations in record companies and music licensing firms start March 11. In late February at hearings of a special subcommittee of the House Small Business Committee the position of ASCAP in the music field came into focus. The subcommittee heard out certain members of the music industry who

. . . and KONO is far and away the best buy in the San Antonio market — by ANY standard. Best by rating . . . best by cost-per-1000 . . . and the best by results. Try KONO on your next schedule . . . see for yourself why more national and local advertisers buy KONO than any other TWO San Antonio stations.

Get the facts today . . . call your

H-R Representative or Clarke Brown man

860 kc 5000 watts

KONO

SAN ANTONIO RADIO

claim they will be out of business unless some legislative controls are imposed on ASCAP as well as a group of major publishing firms who, they say, control ASCAP. Representatives of the music society, denying the charges, also testified before the subcommittee, which is headed by Representative James Roosevelt (D-Calif.). Since charges fell into the area of anti-trust, testimony developed at the hearings was passed on to the Justice Department for further study.

Alcoholic Advertising Again on Senate Agenda

The evils of alcohol—more specifically the advertising of it—will be aired in the Senate hearings starting April 14 when the Committee on Interstate & Foreign Commerce begins consideration of a bill introduced in the first session of the 85th Congress by Senator William Langer (R-N. D.). Senator Langer would like to make it unlawful to advertise alcoholic beverages in interstate commerce. Liquor advertising is, of course, not aired on radio. But should the Senator's bill (and one identical to it in the House) be enacted, beer and wine advertising would be withdrawn from the air. On the House side, the bill has been referred to the Commerce Committee but no hearings have been scheduled. This is a cause that is forever being brought before Congress.

A Negative Nod For Pay-tv

Pay-tv got the red light from the House Commerce Committee after hearing out proponents and opponents of the proposed system which the FCC intended to authorize on a trial basis starting this month. Prodded into action by broadcasters across the nation, constituents by the thousands flooded their representatives with mail recommending, in the overwhelming majority, that pay-tv be nipped in the bud. The mail indicates that broadcasters, through their own channels of communication, played a decisive role in arousing public interest. The question of pay-tv is as much of a concern for commercial radio as it is for commercial tv.

the *Silver Mike*

THIS MONTH:

DONALD H. McGANNON

President of
Westinghouse Broadcasting Co.

Public Service Campaign Gains National Spotlight

Since Donald H. McGannon became president of Westinghouse Broadcasting Co., the station group has been a bulwark in public service programming.

This activity has extended beyond Westinghouse's six owned radio stations. The broadcasting company, a wholly-owned subsidiary of Westinghouse Electric Corp., has embarked on a public service effort that is attracting national—even international—recognition.

Under Mr. McGannon's guidance, WBC's first truly national effort along these lines was held in late February 1957, when the group invited representatives of the entire broadcasting industry as well as government officials to a three-day Boston Conference on local public service programming. The second such conference was just completed in Baltimore early this month.

Underlying this interest, Mr. McGannon states, is the feeling that a local station should be an "integral part of the area it serves." He says, "Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve."

Mr. McGannon's link with community affairs stems to a large degree from his training as a lawyer. After World War II service as an Army major in the Aleutian Islands and Alaska, Mr. McGannon practiced law in New York and Norwalk, Conn. He then entered broadcasting and from 1952 to 1955 served with the DuMont Television Network as an executive and as general manager of the DuMont owned and operated stations.

He joined WBC in January 1955 as vice president and general executive and was named president the following November. Born in New York in 1920, Mr. McGannon received a Bachelor of Arts degree from Fordham College in 1940 and later a Bachelor of Laws degree from Fordham Law School.

His alma mater took cognizance of his contributions to broadcasting in 1956 by saluting him as the Fordham alumnus who had contributed most to the communications arts during 1955.

WBC's increasing interest in public service activity has reached international proportions. Through its sponsorship, American jazz artist Benny Goodman will present a series of concerts at the World's Fair at Brussels at the end of May.

Under Mr. McGannon's direction, several important awards have accrued to WBC. Among these are: the School Bell Award, special citation by the Institute for Education by Radio & Television at Ohio State University, and awards from the Thomas Alva Edison and American Heritage Foundations. • • •

TOLEDO'S FIRST RADIO STATION

. . . since 1921

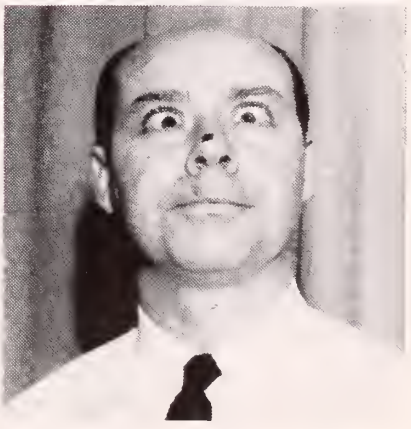
• **FIRST** *in audience ratings since 1921*

• **FIRST** *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio



WATCH THIS SPOT!

Take a close look at the Topeka market . . . and you'll like what you find. WREN delivers 42 per cent of all Topeka homes every single day. And WREN gives you the whole market at a reasonable price. Check with George P. Hollingbery and see why WREN is your best Topeka buy.

5000 WATTS • TOPEKA, KANSAS

WREN

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

LETTERS TO THE EDITOR

Ratings

Dr. E. L. Deckinger, vice president in charge of media, Grey Advertising, has written a very fine piece and is to be commended (January 1958). I do want to take exception with one of his major conclusions—that [ratings firms] have made absolutely no progress [in audience measurement] in the last eight years. I should like to point out that in the past eight years Pulse has contributed significant methods and facts to an extent beyond any dollars and cents evaluation.

Specifically, I should like to point out the following: measurement of out-of-home radio audience; measurement of the fm radio audience; measurement of the post-midnight radio audience; qualitative research on audience composition going beyond sex delineation into such things as occupation, economic status, family size, product purchase, attitude towards products and brands; circulation measurement on an annual basis employing adequate techniques, and area surveys encompassing the total coverage area of the station and presenting quarter hour ratings and homes delivered.

Most of the research is done for individual clients, for the solution of specific problems, and thus receives no wide-spread distribution.

Sydney Roslow
Director
The Pulse Inc.
New York

The particular emphasis that we were trying to make was not in any way a criticism of the ratings people, of which [Pulse is] certainly an important representative. By and large they have shown imagination, originality and a willingness to do new things.

We were directing our observations largely at the advertisers and the agencies, and probably to some extent to the broadcasters. It is from them that the incentive for improvements should come. They have to pay for any experimental work (except for that which you and the other ratings people . . . in the interest of research progress, can and are willing to finance out of your own pockets).

E. L. Deckinger
Vice President
Grey Advertising
New York

Robert Hall

I think you handled the article on Robert Hall very well (February 1958). My only suggestion would have been to caption the story "Robert Hall Reaches the Family on Wheels," instead of the "Man on Wheels."

Robert W. Weisenberg
Advertising Director
Robert Hall Clothes
New York

Satisfied Customer

We think the Ray-O-Vac Co. has had unusual success with its spot radio advertising, and maybe you will think so too after looking over the enclosed clippings and materials.

The thing that has amazed us the most is the enthusiastic and outstanding way the stations have cooperated in helping to merchandise our schedule. If you think this might be a suitable subject for an article in U. S. RADIO we'd be happy to put together complete details on how "Ray-O-Vac Gets Extra Mileage From Its Spot Radio Advertising."

Arthur R. Karstaedt
Customer Relations Manager
Ray-O-Vac Co.
Madison, Wisc.

Canadian Ratings

Must compliment you on the excellent production of editorial content.

J. Myles Leckie
Vice President
Elliott-Haynes Ltd.
Toronto

Department Store

I think you missed a point of the M. E. Blatt story (*Station Log*, February 1958).

Blatt's was the first large department store in any area to use radio heavily and, because of this, the old Broadcast Advertising Bureau publicized it widely, as did the National Retail Dry Goods Association.

The fact that they have returned to the medium is important news. The fact that they are on 19 times a day is equally important.

Jerome Sill
President
WFPG Atlantic City, N. J.

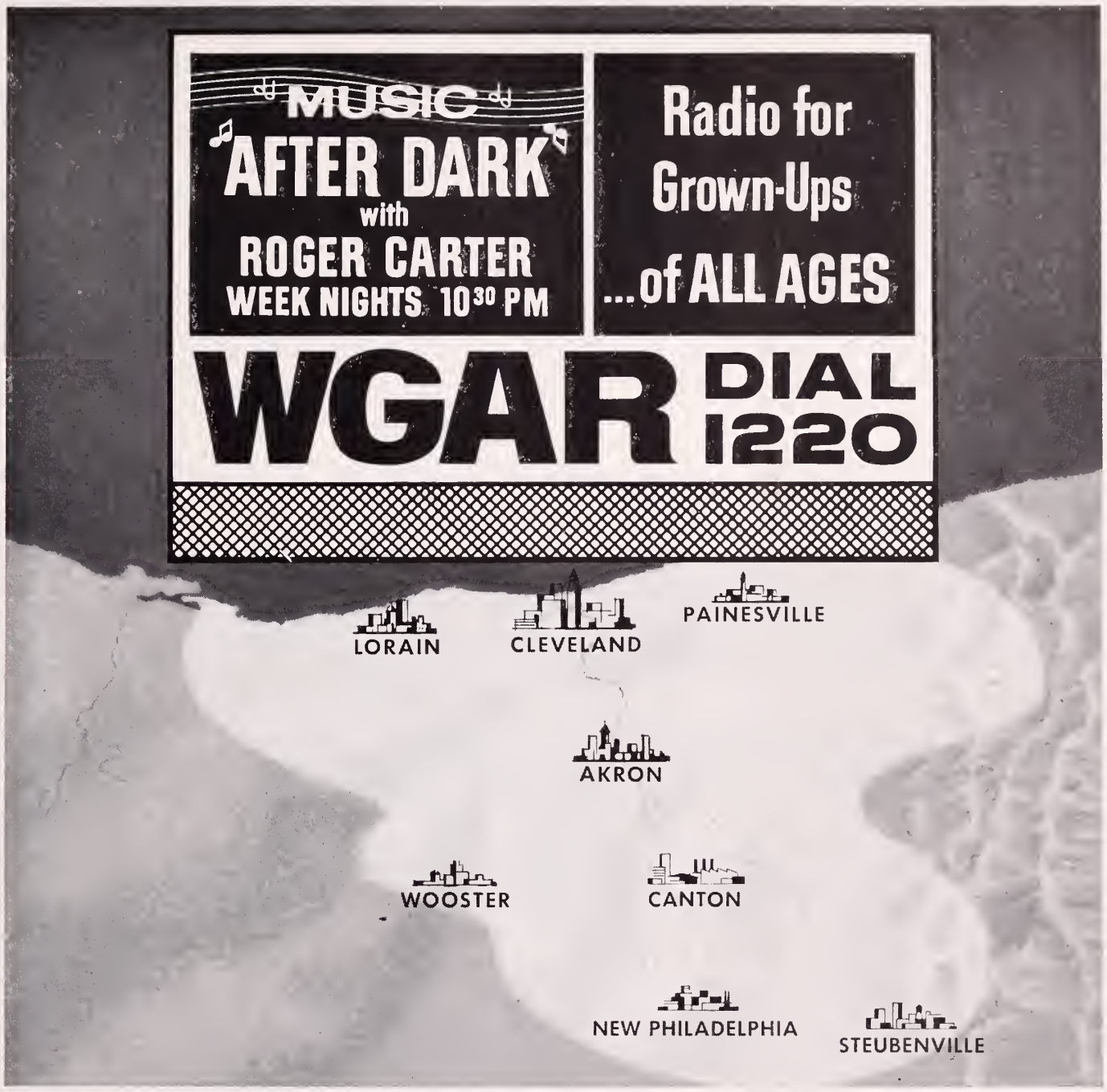
Need Filled

Your fine magazine is filling a long felt need in the radio broadcasting industry.

J. Paul McCaslin
Manager
KFPW Fort Smith, Ark.

We at WALT were most happy to see U. S. RADIO appear on the scene. We find it interesting and gratifying reading.

L. Y. Laughinghouse
Continuity Director
WALT Tampa, Fla.



We offer you a large share of Northeastern Ohio's buying audience

You reach Northeastern Ohio's buying audience through WGAR. Because WGAR surrounds your commercials with radio entertainment that appeals to grown-ups . . . of all ages.

For example, WGAR presents "After Dark," a program of the finest in popular and semiclassical music, each week night from 10:30 p.m. to 1:00 a.m. It's one of Northeastern Ohio's most popular nighttime shows . . . hosted by Roger Carter, who stacks his records with discriminating taste—for those who appreciate top-notch musical programming.

WGAR maintains this policy in all its programming . . . variety shows . . . complete news coverage . . . good music . . . drama . . . featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR
DIAL 1220

More different people*
listen to **Program PM**
than to any other program
at any time on any other
Boston radio station.

WBZ+WBZA

BOSTON + SPRINGFIELD

Program PM: 8-10 p.m., nightly

*A. C. Nielsen 4-week cum., Oct.-Nov. 1957

SETS IN USE RATINGS MONDAY THRU FRIDAY 6 P.M. TO 12 A.M.

Summertime		Wintertime
18.6	ATLANTA	18.3
16.4	PHILADELPHIA	16.8
17.8	BOSTON	19.1
19.3	CHICAGO	18.3
18.2	PITTSBURGH	18.0
21.9	CLEVELAND	21.8

Source: Pulse figures.

Dialing After Dark

Advertiser interest is being spurred by new evidence on total listening and low cost figures

AVERAGE QUARTER HOUR METRO HOMES DELIVERED 6 P.M. - 12 MIDNIGHT, MON.-FRI.

NEW YORK	LOS ANGELES
Leading Radio Station	Leading Radio Station
128,930	62,095
3 N.Y. Tv Stations	1 L.A. Tv Station
151,000 each	68,588

Source: Adam Young, Inc.

Nighttime radio — forced to reside in the dark without attention in recent years — is beginning to attract advertiser interest once more.

Dialing after dark has been a growing development on the local scene for some time. Retailers have found the nighttime vehicle a potent sales weapon, with the evidence just beginning to get back to national radio buyers.

During a seven-day week, total nighttime listening reaches a staggering 37.1 million homes. About 29.7 million of these account for in-home listening.

From city-to-city, the story is similar: nighttime ratings are substantial enough to indicate a loyal and continuous following each evening. In many cases, these ratings are not very far below daytime figures, with the difference narrowing on the weekend.

Sets in Use

In Cleveland, for example, the total sets-in-use rating last June to July, Monday to Friday, came to 23.7 from 6 a.m. to noon; 26, noon to 6 p.m., and 21.9, 6 p.m. to midnight. (Pulse figures.)

There is also a mounting list of local advertisers who are using nighttime radio and are proving the sound medium's effectiveness at this time of the day.

National advertisers are beginning to bite also. Westinghouse Broadcasting Co., which last summer started a new two-hour nighttime format called *Program PM* on its own radio stations, reports that in the past 40 days more than 15 new national accounts have signed for segments.

One of the national agencies that has consistently demonstrated its faith in nighttime radio's pulling power has been Cunningham & Walsh Inc., New York.

A C&W account, Texaco, devotes about one third of its radio budget to nighttime. Another one third goes to weekend radio and the balance is spent during peak traffic times.

Some of the advantages of evening radio are summed up by Jerry Sprague, chief timebuyer for C&W:

"The audience is substantial, male listening is proportionately higher than at other times of the day and rates are lower," Mr. Sprague states.

"There appears to be a trend toward increased use of nighttime radio at our agency," he continues.

As to why he thinks some agencies are not making greater use of nighttime, Mr. Sprague comments, "It's difficult to speak for other agencies, but it would appear that many are reluctant to change their thinking in the light of new evidence."

A nighttime buy also stacks up well when examined in the light of that favorite tool of agency media buyers, cost-per-thousand. In many cases the increase in cost of nighttime over daytime is not great; in some cases it is even lower. A special analysis of the top 10 markets by Adam Young Inc., New York, shows that nighttime c-p-t averages only 12 percent higher than daytime on the top-rated station in each market. (Daytime is defined as 6 a.m. to 6 p.m.)

Increased Coverage

In this analysis, no consideration was given to coverage outside the metropolitan area. With many stations having increased coverage at night, the actual c-p-t at this time would be even lower.

Some of the cities where cost-per-thousand homes delivered is lower at night than during the day are: New York, 69 cents to 81 cents; Philadelphia, Pa., $1.07 to $1.13; Pittsburgh, Pa., $2.31 to $2.56, and St. Louis, Mo., $1.06 to $1.25.

In other cities the c-p-t on the top-rated station is only slightly higher at night than during the day: Chicago, 56 cents to 43 cents; Los An-

Nighttime Costs Are Low

Cost Per Thousand Homes Delivered*

	Day	Night
New York	$ .81	$ .69
Chicago	.43	.56
Los Angeles	.50	.77
Philadelphia	1.13	1.07
Detroit	1.16	1.17
Boston	1.14	1.33
Pittsburgh	2.56	2.31
St. Louis	1.25	1.06
Washington	2.01	2.54
San Francisco	.77	1.15

*Based on leading radio station, minute rate.

Cost	Radio Families	Cost Per Minute
	6:30 - 9 A.M.	
$628.74	786,611	80c
	6 - 10 P.M.	
$475.71	650,511	73c

Source: PGW study of 23 markets; one-minute, 260-time rate.

geles, 77 cents to 50 cents, and Detroit, $1.17 to $1.16.

Further evidence of nighttime's favorable cost situation comes from Peters, Griffin, Woodward Inc., station representative, which did a cost survey in 23 markets. It showed that in these markets the cost per minute is actually lower at night than during the day. The report declares that the cost from 6 to 10 p.m. is 73 cents, while from 6:30 to 9 a.m. it is 80 cents.

Using the yardstick of the top-rated radio station, the number of metropolitan homes delivered on an average quarter-hour basis, Monday through Friday, 6 p.m. to midnight, shows up fairly well when compared to possible television buys.

In New York, the number of metro radio homes delivered is 128,-930, compared with 151,000 for each of three tv stations. And in Los Angeles, the number of radio homes is 62,095, compared with 68,588 for one tv station there.

The increase in radio listening in television homes is a point that was confirmed in the latest Videotown study, conducted annually by Cunningham & Walsh. The study, released last December, showed that evening radio tune-in is definitely on the rise. In 1951, when tv struck its hardest blow at what was then radio's choicest time, radio listening in tv homes accounted for only five percent of the people. Since then, there has been a gradual return to listening. In 1952, eight percent of the people in tv homes listened during weekday evenings; 1953, nine percent; 1954, 10 percent; 1955, 10 percent; 1956, 12 percent and 1957, 16 percent.

In the light of modern saturation buying practices by national agencies, nighttime radio has much to offer because of a relatively high sets-in-use figure for each market. Last November-December, sets-in-use rating in Atlanta from 6 p.m. to midnight came to 18.3, Monday through Friday. In Los Angeles, the same figure for last January to February was 19.5.

But more than just quantity, there is considerable evidence to show that the audience that dials after dark has certain qualitative aspects of interest to the advertiser. The reason for this is two-fold: first, the percentage of male listening is high at night and second, the trend in nighttime programming today is towards public affairs and news-and-information shows which attract an audience that is listening attentively.

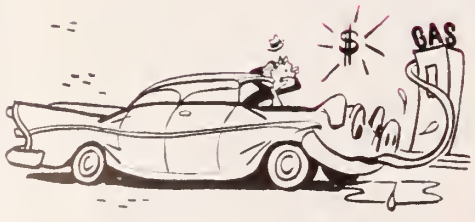
Audience Quality

A study by NBC Spot Sales shows that there is a remarkable similarity between the quality of the daytime and nighttime audience. Examining such points as socio-economic level and educational achievement, the study reveals that the difference between the two audiences is extremely negligible. The survey was conducted

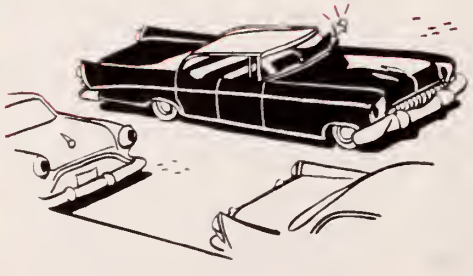
(Cont'd on p. 50)

Rambler

American Motors credits weekend plan with sales gains. Spends $450,000 in network radio



Get more miles to the gallon . . . "Rambler set a new, official *Nascar* record . . . over 35 miles per gallon."



Save time, trouble and headaches . . . "Rambler parks and handles easier than any other car made in America."

Don't buy a garage crowder . . . get "Real good looks on a 100-inch wheelbase."

Excerpts from radio copy

Buys Radio's Economy

What sort of sling shot does it take for a 20th century David to wound three goliaths from Detroit?

As recently as two years ago this was the question that the automotive industry's fourth-place manufacturer had to lick. Faced with a burgeoning debt from consolidation, a limited advertising budget and a mark to make in America's most fiercely competitive industry, American Motors set out to prove that "you don't need to be the biggest to be the best."

AM pondered many possibilities in an effort to maintain national advertising penetration. It finally decided to divert a portion of its budget to network radio on a weekend program plan. The decision to channel $450,000 per year into network radio—at the rate of $8,500 per weekend—represented a major change in AM advertising policy and a threefold increase in funds previously allotted to the senior air medium.

Avoid the big car bill nightmare . . . "Get European small car economy . . . with American big car comfort."

As 1958 moves into high gear, the car company can chalk up nearly 200,000 new Rambler owners "who have been convinced in the last two years that they do get the best for their money with a Rambler." Moreover, AM showed a $5 million profit for the first quarter of the 1957-58 fiscal year—the first profit since 1955.

NBC's weekend *Monitor*—slated for the $450,000 slice of AM's advertising budget this year—can hang up a new plaque, just received from their automotive sponsor, citing the program for "exceptional ingenuity and resourcefulness in radio advertising." The award citation continues, "Be it hereby acknowledged that *Monitor* was one of the important factors in placing Rambler sales 81 percent ahead of this date last year."

Although Rambler had been in radio on an irregular spot basis since 1950, "we were looking for a way in 1956 to reach the most prospective Rambler buyers at the least possible cost," according to E. B. Brogan, AM's advertising manager. "With a limited budget it is very difficult to gain frequency of impact, but network radio in general, and *Monitor* in particular, looked as though they would give us the most for our money."

AM and their agency, Geyer Advertising Inc., New York, put most of their radio eggs in this basket because they felt the weekend time slot was ideal for car advertising. According to Ray J. Mauer, Geyer vice president and assistant creative director in charge of radio-tv, "Car radio listeners not only make up a sizeable audience but also a most receptive, psychologically conditioned audience. What better time could you approach a prospect about a new car than when he is driving his old one?" (*Monitor* claims that in the summer 45 percent of its audience is car-borne and in the winter 30 percent of its listeners are on wheels.)

Mr. Mauer also points out that "not only does the great mobile audience listen to the program, but so does the great outdoor audience. Wherever I go on a weekend it goes with me—even out to sea on my sailboat.

"American Motors chose *Monitor* for another reason, too," Mr. Mauer states. "Its format forsook the idea of fixed time slots of 15, 30 or 60 minutes. It came up with a kaleidoscope of three to five-minute segments.

"People don't look to radio for lengthy programs as they used to before tv fulfilled that function. We believed that more people would tune in *Monitor* both because of its varied, short segments and because, quite frankly, it was on the air all the time. People almost have to hear

it at some time over the weekend, if they're going to listen to the radio at all."

According to AM's Mr. Brogan, "Each weekend we spend $8,500 in radio. How do we know we're getting our money's worth? One weekend we advertised on *Monitor* —and in no other media—that listeners could get from Rambler dealers a gadget to measure gas consumption on their present car, and compare it to a Rambler's gas consumption. Our dealers all over the country were so swamped with requests for the 'Mile-O-Dial' that we couldn't begin to meet the demand. Thousands of persons were pulled into our showrooms as a result of the promotion. Now, in our opinion, if you can cause this or anything else to happen all over the country for only $8,500 you have a good buy."

While economy was the motive behind AM's original interest in network radio, Mr. Brogan now says, "Regardless of how much budget we might have available, we would always regard the *Monitor* buy as a very, very fine one. In no other medium could we get so merchandiseable an advertising program for a similar expenditure. Were we to have a larger budget, our experience with network radio would lead us to intensify what we are doing now."

What AM does now is to air 20-22 announcements each weekend on a co-sponsorship of five-minute newscasts. Minute and half-minute commercials alternate. Often some of AM's 2,300 dealers band together locally to buy spot adjacencies to the parent company commercials. (The dealers are on their own as far as advertising goes, and may choose the media they think will result in most sales in their areas. Geyer provides suggested copy as well as certain counseling.)

The car company and its agency emphasize the importance of merchandising promotions that can be tied in with their national sponsorship as a boost for their dealers throughout the country.

"Although by all ordinary standards, American Motors is a big advertiser," Mr. Brogan says, "the immense size of our competitors' budget—the sheer weight of their advertising—makes it doubly important for us to be able to take advantage immediately of every sales opportunity.

"The very first time we were on *Monitor* in 1956 on a trial basis we bought into the program to publicize our coast-to-coast economy run," Mr. Brogan says. "We ran a car from Los Angeles to New York to illustrate how much mileage you get to a gallon of gas in a Rambler. All weekend we broadcast a play-by-play report of the progress of the car. People actually began to line up and wait for us to come into the next town."

Geyer's Ray Mauer adds, "We did the same sort of thing again last year, running from Winipeg in Canada to Monterey, Mexico, and again *Monitor* treated it as a news feature. When the car got caught in the Texas floods the water was up to the floor boards, but the Rambler kept going and made it to Monterey, getting a terrific amount of mileage to the gallon in spite of rough going. This is the kind of on-the-spot promotion it's hard to get in any other medium and it gives our advertising the flavor of the news we sponsor."

Just as radio's economy sold AM, so the Rambler's economy is selling the public. One of AM's biggest commercial sales points on radio has been the relatively small amount of money the company claims it takes to run and keep up a Rambler. "Get American big-car room and comfort. Get European small-car economy and handling ease. Get the best of both . . . go Rambler!" has been one of AM's most successful radio slogans and, indeed, was the concept behind American Motors revival of the Rambler in 1950.

Geyer has been stressing the compact car concept in its commercials since the Rambler lines were introduced, and has sub-divided this concept into the following major selling points for its radio commercials:

- More maneuverability — easier to handle and park.
- More miles to the gallon than any other car made in America.
- Interior roominess compared with exterior compactness.
- Safety (single-unit construction).

"In selling Rambler's advantages to radio listeners we use a commercial format that is packed with 'painless' sell," Mr. Mauer explains. "The framework consists of powerful but pleasant appeals, on to which we weave the most persuasive and hard-boiled sales psychology we can. The

E. B. Brogan, AM's ad manager.

Ray J. Mauer, Geyer vice pres.

American Motors and NBC mark a year of successful teamwork with the car company's citation to *Monitor*. Fred W. Adams, director of automotive advertising, holds plaque for "Miss Monitor" and Al Capstaff, the program's executive producer.

format has been extremely successful in other media as well. Personalities who make this format come off in radio include: Ben Grauer, Morgan Beatty, Teddi Thurman, 'Miss Monitor,' Eddie Lawrence, 'The Old Philosopher,' and Arnold Stang. Right now our commercials are done by Al Pierce as 'Elmer Blurt, the world's lowest pressure salesman.' "

The agency makes good use of humor. Eddie Lawrence's spoofing of the big-car concept has brought in floods of fan letters, Geyer reports.

"In a market ready for a compact car," Mr. Brogan states, "our use of *Monitor* has enabled us to present our sales message with consistent frequency and effectiveness." Since the company has a rather complex, dual message to get across to the public—small-car economy, big-car comfort, and the only car to give both—"radio has given us ample time to expound this concept," Mr. Brogan declares. "We get the advantages of the extra product identification of opening and closing billboards. We get prestige as the provider of a desired and valuable news service, and merchandiseable coverage of virtually the entire country at a very low cost."

Although the present Rambler's compact size is something new in both the American big-car picture and in commercial sales pitches, the Rambler itself has a tradition as old as the automotive industry.

The company claims that the Rambler was the world's second mass-produced car. The first model was offered to the public in 1902. Even then it was known for its economy. *The Motor World*, on March 6, 1902, reported, "Here is rare value for the money."

The Rambler name on the early models soon gave place to that of its inventor, Thomas B. Jeffery, and Jeffery cars travelled America's roads until Charles W. Nash bought the Jeffery Co., after retiring as president of General Motors in 1916. In the fall of 1917 the first Nash rolled off the assembly line.

Nash Motors manufactured Nashes and LaFayettes (having purchased that firm in 1924). In 1936 the automobile company and the Kelvinator appliance company merged to become the Nash-Kelvinator Corp.

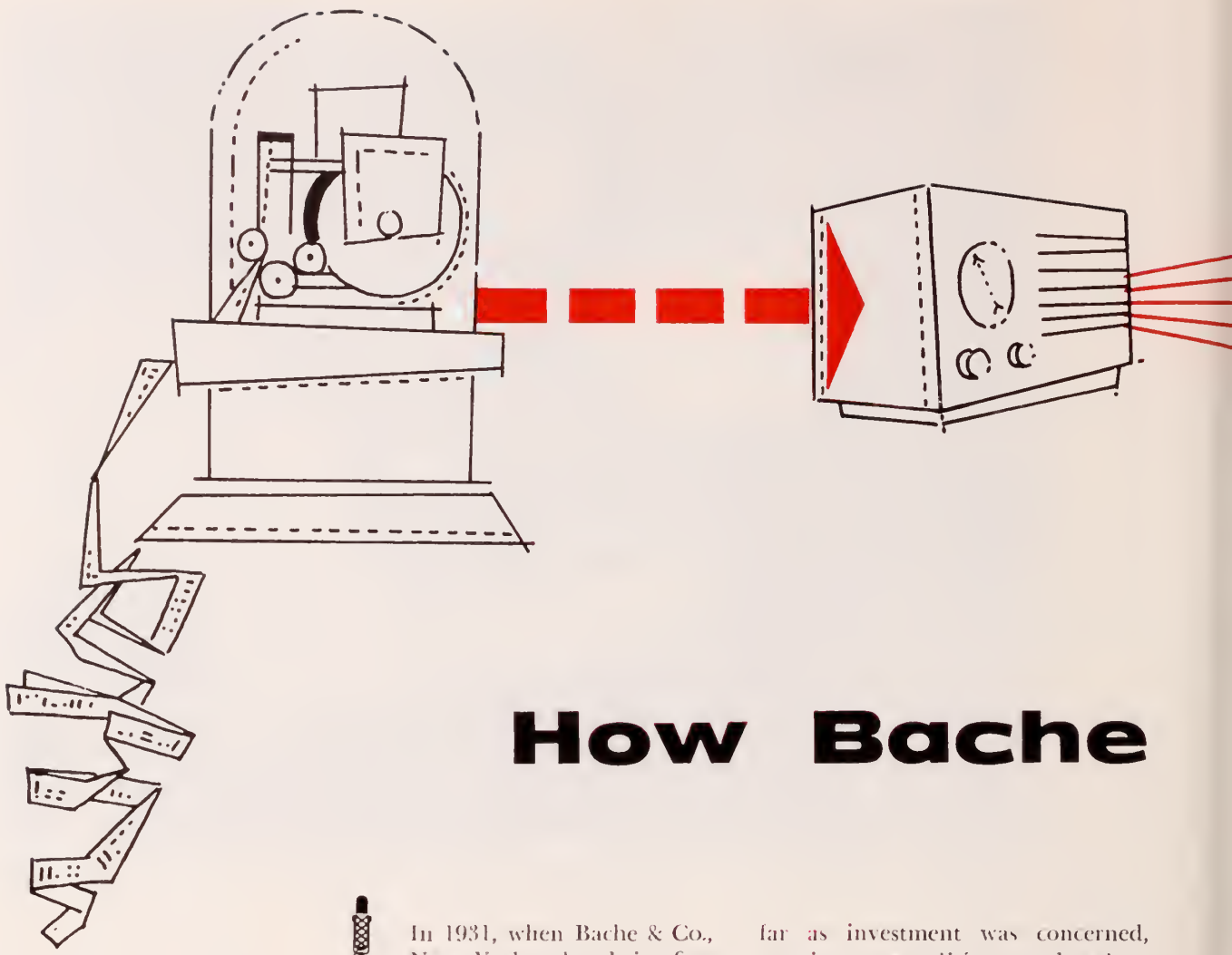
Geyer, who had had the Kelvinator account for several years, then acquired the Nash car business, and later the Metropolitan and Rambler business when the latter name was revived in 1950.

Four years later Nash-Kelvinator bought the Hudson Motor Car Co. to become American Motors.

The Nash and Hudson lines have now been discontinued, and American Motors is producing four Rambler series, plus the smaller Metropolitan, which is made in England to AM specifications.

All of the Ramblers take their turn in *Monitor* commericals.

"All told, our experience with network radio has been rather exiting," Mr. Brogan concludes. "We like what we've got, and we'd like to have a lot more of it." • • •



How Bache

Investment broker has been in radio since 1931. Now devotes 55 percent of budget to medium

In 1931, when Bache & Co., New York, placed its first announcement over WGY Schenectady, N. Y., nobody thought that it would take 20 years for the company to find the proper radio format.

"It not only took all that time," says Henry Gellerman, advertising director of the investment firm, "but quite a lot of money and man hours. The format we finally hit upon must be the right one, however, as it's been copied pretty much around the country."

The format since 1952 has been simply a five-minute program of market news with integrated commercials. And six stations around the country earn $250,000—or more than 50 percent of Bache's total ad budget—from the series. This year, Bache plans a 12 percent rise in its radio budget to put the five-minute shows on stations in more of the 60 cities where it has branch offices.

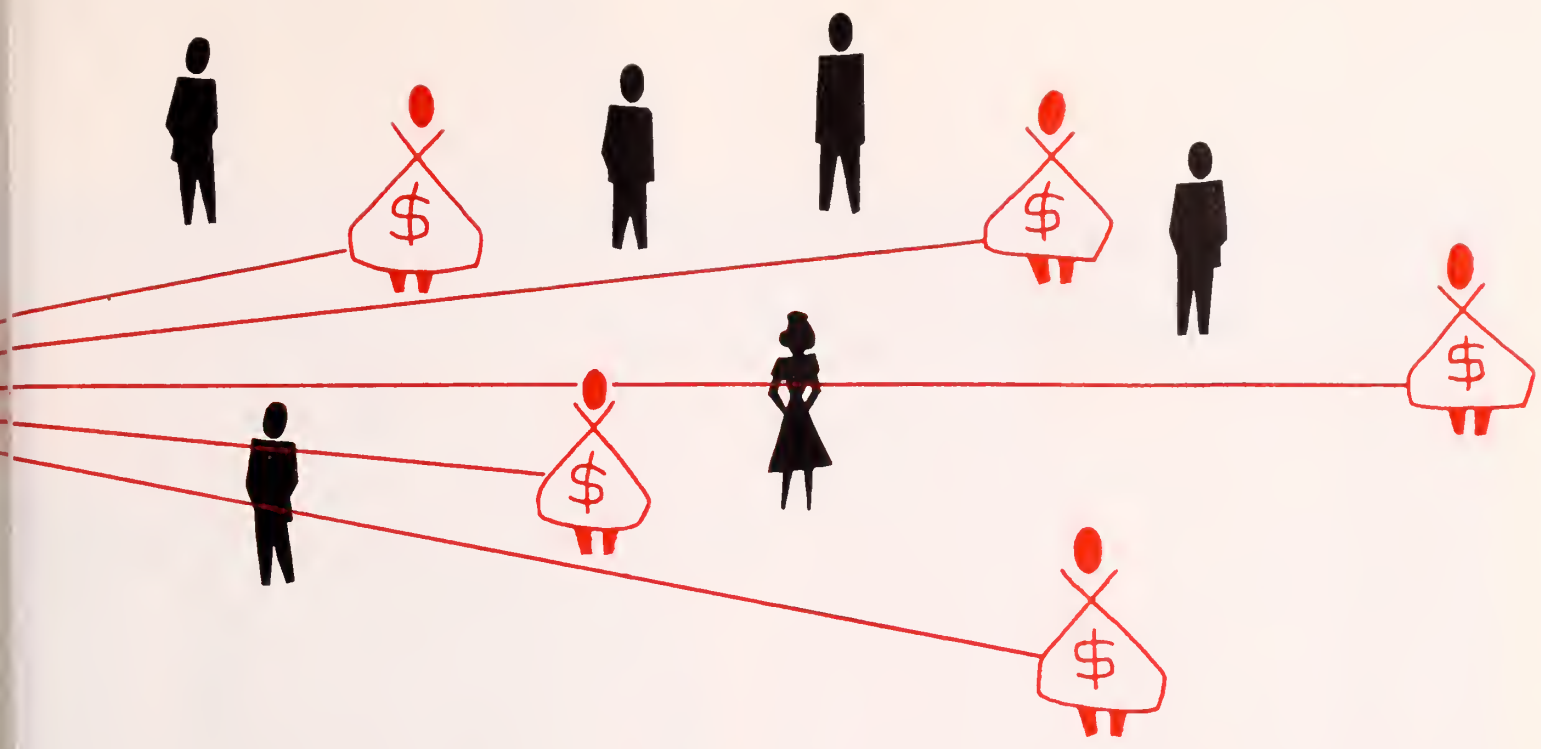
"Before 1952 we had been sponsoring general information and entertainment programs," says Mr. Gellerman, "but we found that as far as investment was concerned, certain personalities produced a great deal of mail but not much business. Clearly, we had to find another approach."

The Bache people took the problem to their agency, Albert Frank-Guenther Law Inc., New York, and together the new approach was worked out.

"Our problem," says Robert W. Day, the agency's vice president in charge of radio and tv, "was to reach people seriously interested in investing. We solved this in two ways: by using a good music station and by setting up our own program and putting it on mail-pull stations."

The Bache market report is now carried over WOR New York, WFIL Philadelphia, Pa., WGN Chicago, WOAI San Antonio, Tex., and KNX Los Angeles—plus spots on WQXR New York. The stations were chosen by virtue of program adjacencies, among other things, states Mr. Day.

"The important departure here was setting up our own program



Pre-selects Audience

and, in a sense, culling out the curiosity seekers by the very nature of the program. In other words, by presenting a program for people interested in financial news and nothing else—people whose interest could be converted into eventual business—we virtually pre-selected our audience."

Along with *how* to present market news, the question of *when* had been an enigma. "The selection of proper time slots," says Howard C. Liebl, agency vice president and Bache account supervisor, "was an important part of this operation.

"Our type of commercial is only effective when the listener has the chance to sit down and write. For instance, we found in tests on the West Coast that using radio for our type of business while people are in their automobiles is a complete waste. Offer the driver a cold drink on a hot day and he'll stop his car. But he's not about to stop to write for investment information."

Mr. Liebl points out that each program is geared to the best available time in each city, with the news content teletyped from New York. San Antonio hears the report at 5:30 p.m., Philadelphia at 6:15 p.m., Cleveland and Chicago at 6:25 p.m., and New York at 7:15 p.m. All of the above are local times.

"The one exception is our KNX Los Angeles broadcast," Mr. Liebl reveals. "When the market opens in New York it's 7 a.m. on the West Coast, so we give them a morning show at 7:30, featuring opening quotations."

Bache's expanding use of radio is seconded by Albert Frank-Guenther Law, an agency whose faith in radio is indicated by a planned 100 percent hike in radio billings in 1958 over 1957.

"We are so keen on radio," says

Henry Gellerman, Bache ad director.

Robert W. Day, agency radio v.p.

Howard C. Liebl, v.p.-acct. supv.

Bache Checks Radio Inquiries

All of the interest generated by the radio market reports would be wasted without proper follow-up. With telephone calls to Bache representatives reaching as many as 100 within 20 minutes after broadcasts and mail inquiries varying from 500 to 2,000 per week, the customer relations department establishes immediate personal contact.

Anneliese Quilitz, head of the department, estimates that an average of 7.1 percent of the leads are converted into business. "Research opinion on individual stocks and portfolios are offered free to listeners," says Miss Quilitz. "All Bache facilities are offered in covering letters and cards."

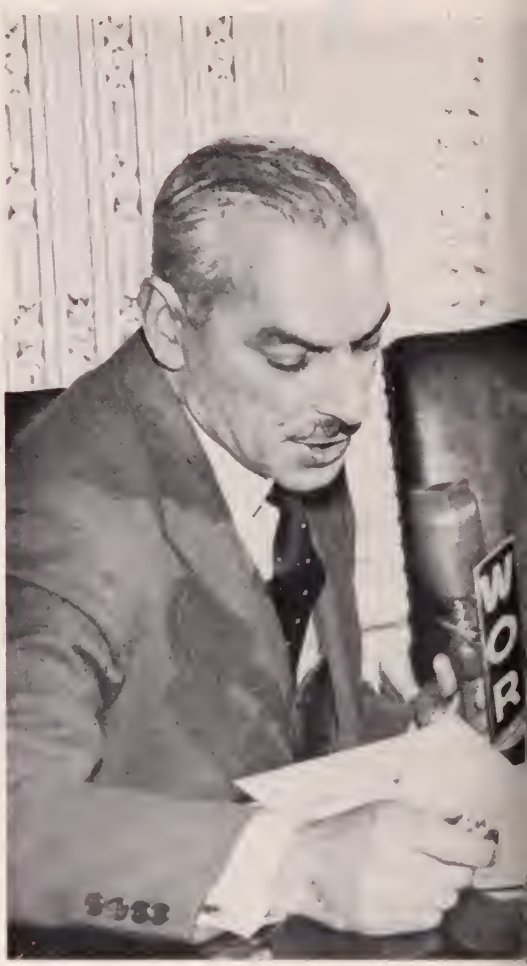
Many case histories in the files of the department attest to the credibility and pulling power of the broadcasts. Recent contacts have included everything from an investor who transferred $230,000 in securities to Bache after hearing the programs, to a 10-year-old boy who wrote for enough information to get on a quiz program.

Last summer, a lady listener contacted Bache and began investing on a small scale. Six months later she revealed her complete portfolio amounting to almost $500,000. The trust officers at her bank will meet soon with a Bache representative.

The WOR New York show changed the financial outlook of a New Jersey listener, who originally contacted Bache by postcard. He had been in the market several times since 1907 but, because of some bad experiences, considered brokers to be "a bunch of fakers." Within three months, a Bache representative had a $50,000 customer, $40,000 of which had been kept in safe deposit boxes throughout the metropolitan area "in case of atomic attack."

One listener enjoyed the broadcasts so much that, while reluctant to leave his own broker, recommended his friend who opened an account with orders amounting to $45,000.

"These are all colorful examples, of course," says Miss Quilitz, "but the important measure of the broadcast's pulling-power is the thousands of inquiries from people who will become small, steady investors."



Mr. Day, "because of its great flexibility in program content. You can't beat radio for creating the proper atmosphere and setting in which to integrate your commercials.

"The flexibility actually makes some of the shows dramatic. For example, if the Federal Reserve comes out with a statement that will effect the market tomorrow, in a matter of minutes we can not only change the news content but the commercial copy as well.

"For an advertiser with a service," Mr. Day claims, "radio's got it all over tv, because the latter does not offer to that advertiser anything that is needed visually. And radio on a cost-per-thousand basis and in terms of mail-pulling is far stronger."

As far as the commercial copy is concerned, Bache feels that whatever advice it gives the listener, the absolute truth must be told. "The element of risk must be stressed along

Bache market reporter Henry Gladstone interviews (left to right) Harold A. Bache, president of the firm; Edward McCormick, president of the American Stock Exchange, and G. Keith Funston, president of the New York Stock Exchange, as a special feature of the investment news show.

with the possible returns," Mr. Gellerman asserts.

The credit for Bache's original plunge into radio belongs to A. Charles Schwartz, partner in charge of the company's public relations department.

"Radio," says Mr. Schwartz, "establishes an immediate contact between the sponsor and the potential customer to a greater degree than any other medium; and, also, because it performs an important educational and public service. Business-wise, the results have proven us right."

The results, according to Mr. Day, are "incredible." Inquiries directly attributable to radio, he reveals, "have exceeded even those through the *New York Times* in overall results in New York. And by results, I mean business."

The agency estimates that since May 1952, a whopping 165,000 replies have been received to offers of various investment material. "It's safe to assume," states Mr. Liebl, "that many of these people are now clients of Bache."

In 1957, inquiries increased on a national average of 80 per week over 1956 in the face of a poor market. 1956 inquiries were more than 40 per week over 1955.

"Of course, when the stock market is on the rise and up on the front page," Mr. Liebl points out, "we naturally get more interest in a financial program of this kind. When the market is really bad, it's the quality rather than the quantity of the commercials that will get people interested."

Although obviously pleased with radio, Bache's Gellerman voices some marked criticisms about the sound medium. "Radio could help itself," he says, "by eliminating a tendency to oversell and by broadening its research.

"While searching for the proper stations and format," he notes, "we ran up against several problems along these lines. For instance, the representative firm which, in endeavoring to get you on the air overestimates its stations' pulling ability, is doing a disservice to the industry.

Research Problem

"Research is another problem. There is not enough effort made to study what program fits into what time period. We practically had to do our own research with the help of our agency to find the right stations and format.

"Let me stress, however, that radio has been terrific for us. We consider ourselves the first financial house ever to use radio, and our present programs have proved to deliver more productive leads per dollar than any other media." • • •

WNEW
$7,500,000

WDIA
$1,000,000

WIND
$3,800,000

KOWH
$822,000

Brokers Look Ahead to Trading

Station brokers anticipate active radio dealing. There are more buyers than sellers

With 1957's flurry in radio station trading behind them, station brokers are looking for clues to 1958 business in the light of the present national economy.

Most of them, according to a U. S. RADIO survey, are relatively optimistic over the outlook in trading for the year ahead. Some even predict a record year, while others believe that radio station trading will be just as active—no more, no less—than last year.

Industry estimates on radio and tv station trading for 1958 approximate $80 million.

Some of the factors that enter into an analysis of future dealings are cited by the brokers surveyed. These are:

- Station earnings.

- Nominal investment needed for radio.
- More buyers than sellers in radio.
- Stock market conditions.
- Overall health of economy.
- Tax laws.
- Liberal radio station terms.

Reasonable Buys

The chief trading activity has been in radio recently because of the great expense of tv, one broker notes, and the fact that most large tv operations are in the hands of groups that have no inclination to sell. And, most important, because there are still good and reasonable buys in radio.

The many people with a desire to invest in the industry, and $50,000 to $100,000 with which to do it, will buy radio. The greater number of stations, easier and more liberal terms, and more buyers make for a broader market.

As for the economy, most brokers believe that value, to a great extent, depends on earnings, and that the market does not always determine value.

"During our recent bear market," says William T. Stubblefield of Hamilton, Stubblefield, Twining & Associates, Washington, D. C., "the economy of our country was worth just as much as when the market was at its peak.

"The depressed market in no way reflected any decrease in a station's value, because it had the same plant, the same real estate, the same equipment, towers, people, production; as a matter of fact, during this same 'depressed' time, retail sales in all goods and lines were setting new records.

"When the market is up," he continues, "most broadcasters assume that their station is worth more because of the increased stock values. We do not believe this to be true."

Real Yardstick

The real yardstick to the value of stations is earnings, as most buyers relate the price of a station to a multiple of earnings. Of course, earnings in many cases reflect the state of the economy.

trading

"So far, and to our surprise," declares James Blackburn of Blackburn & Co., Washington, D. C., "we have not noticed a change in the station trading market. Although business may be off generally, radio has not been materially affected by the slump."

Howard E. Stark, New York station broker, agrees that radio has not yet felt the pinch, but predicts that any worsening in the general economy will pass on to the sound medium.

"There are still lots of potential buyers, and rates are still pretty low. But the recession hasn't scared anyone into selling his property.

Tight Money

"It's really too early to tell how the state of the economy has affected the trading market," Mr. Stark says. "As a matter of fact, the recent tight money policy hurt more than the present recession."

Even more optimistic is Walter Grimes of Allen Kander & Co., Washington, who sees no change in the trading picture since last year. "We are just as active in radio today as we have ever been," he reports.

"As of now, prices of stations have not come down, and I have not noticed a decline in buyers. There's no panic; there's no softening in sales of stations. Radio is still an even market."

In seeking brokers' opinions as to what the overall 1958 trading pattern will be, U. S. RADIO ran into a divergence of opinion ranging from optimistic to cautious.

Mr. Stubblefield sees a steady rise in the price of stations concurrent with a rise in the economy over the next five years. "At the end of that time," he predicts, "there should be a great new boom — greater than that of the past decade."

Radio trading will be greater in 1958, according to Mr. Blackburn. "I can't give any precise figures yet, but that's the way it looks so far.

"I would say," he adds, "that most favorable radio properties are as much in demand as ever. We have far more potential buyers than sellers—particularly in radio."

As an example, Mr. Blackburn points to the Washington, D. C., market. "There are 16 radio stations in the area, and they are all making money. That hasn't always been the case."

Mr. Grimes, although positive that "radio will improve and will continue to grow at about the same rate as it has maintained in the past few years," is wary of a prediction for 1958. "I cannot estimate the extent of this year's trading. It depends entirely on whether top stations in major markets change hands."

Too Early to Tell

Also keeping big station sales in mind, Mr. Stark is less hopeful about another peak year in station trading.

"It is, of course, too early to tell," he says, "but it is possible that volume in station trading may not be as big as in 1957. First of all, there are just not enough good properties left. Secondly, there may be some reluctance on the part of buyers — who would be more aware of an economic pinch. But the economy hasn't hurt trading yet."

Mr. Stark indicates that although these conditions would slow top-station trading, "smaller stations, selling for less than $100,000, will not be affected at all. Business will be just as brisk here."

Tax Problem

Another problem bearing on the trading market is tax regulation. At present there is a government proposal to disallow depreciation of network contracts.

"This is one of the most oft-asked questions of our firm," reports Mr. Stubblefield, "and it is—or should be—one of the greatest concerns of broadcasting today.

"In short, the Treasury Department has come up with a proposal to disallow the capitalization and depreciation of network affiliation contracts.

"The industry's position in depreciation of network contracts," according to Mr. Stubblefield, "is not a plea for tax relief, but rather a full confirmation of nothing more than is right.

"In our growing economy, our industry must have these economic benefits that will enable our financial picture to remain healthy and allow our industry, both radio and tv, to continue to move and sell the goods and products that support the entire economy of the nation."

Another question often asked by potential buyers and sellers concerns the future of radio and tv from an economic standpoint. Mr. Stubblefield answers with six facts which, he claims, "almost assure the next boom."

The boom, he states, will start around 1962 or 1963 after "steady growth for the next five years." And his reasons are these:

"First, the extra high birth rate of the 1940's and 1950's, which will produce a population bulge of young men and women, ready to marry or just married, who will buy homes—and homes make business.

"Second, the momentum of new products and new ideas to keep up with these same people.

"Third, the rise in total goods and services that statistically is measurable with this gross national product.

"Fourth, and perhaps most important, the government policy which is true in both major parties: the fact that they are committed mainly and fully to full employment.

"Fifth (a little bit of a bad note), continued inflation and ever higher prices.

"Sixth, population. Where we today have 171 million people, in 25 years we will have 250 million, or 40 percent more than today.

"All of which leads us to believe that prices of radio and tv stations will continue to increase with the general economy." • • •

Station Trading

Among the radio stations sold in 1957 were:

WNEW*	NEW YORK	$7,500,000
WIND	CHICAGO	3,800,000
WDIA	MEMPHIS, TENN.	1,000,000
KOWH	OMAHA, NEB.	822,000
WJAS	PITTSBURGH, PA. (am, fm)	725,000
KQV	PITTSBURGH, PA.	700,000
KRMG	TULSA, OKLA.	700,000
KWFT	WICHITA FALLS, TEX.	300,000
WVDA	BOSTON	252,000
KGA	SPOKANE, WASH.	250,000
WMYR	NEW ORLEANS, LA.	250,000
WHOO	ORLANDO, FLA. (am, fm)	250,000
KREM	SPOKANE, WASH.	225,000
KSEI	POCATELLO, IDA.	213,362
WTMV	E. ST. LOUIS, ILL.	212,500
KITO	SAN BERNARDINO, CAL.	200,000

*Largest individual radio station sale on record.

One of a series in an analysis

Of network programming and sales

Arthur H. Hayes, president.

James M. Seward, exec. v.p.

Lou Hausman, advertising v.p.

John J. Karol, sales vice pres.

CBS

Backs Traditional Program Format

Network claims it reaches the 'attentive ear.' Last quarter showed 56 percent increase above 1956

In an era that has seen several changes in network programming practices, CBS Radio continues to play the role of the traditionalist.

"We have not given up the idea of programming programs," Lou Hausman, vice president in charge of advertising and promotion, explains.

Within this format, however, CBS Radio has remained flexible and has allowed for the changing requirements of networking. This has included a host of new programs as well as new approaches to sales problems.

Having fought an up-hill battle against the declining network revenues of the early 1950's, CBS Radio refused to desert the concept that people listen to radio for programs.

For many years this meant carrying shows on a sustaining basis. The corner was finally turned in 1957 when CBS Radio revenue went up for the first time since 1950. The increase registered was both in dollars and in the number of sponsored quarter hours. The last quarter of 1957 also was 56 percent ahead of the previous year. It is estimated that 1957 total revenue approached $35 million.

The 1957 increases bolster CBS Radio's position as the network leader in sales volume.

New Sponsor Plans

In the past two years, the great majority of sales has been accomplished through new sponsor plans that are based on the idea of segmented selling. For while CBS Radio has been programming in the traditional form, it has been compelled to make its wares more flexible for the advertiser. This flexibility adds up to providing the sponsor with greater net reach for each advertising dollar.

One of the chief plans along these lines is called Impact. It provides the advertiser with a chance to spread his dollar across the network week during the night and on weekends by buying five-minute segments of programs that contain one minute of commercial time.

The idea for this actually goes back to 1951 when two sponsors of daytime serials decided to split their programs into 2 seven and one-half

Rosemary Clooney and Bing Crosby.

Freeman Gosden (left) and Charles Correll, 'Amos 'n Andy' for 30 years.

Edward R. Murrow and the news.

Arthur Godfrey on his radio-only show.

Jack Benny's birthday cake.

Julie Stevens and Dave Gothard in 'The Romance of Helen Trent.'

CBS

Jules Dundes, sta. adm. v.p.

William Schudt, sta. rel. v.p.

Howard Barnes, program v.p.

minute periods and alternate their sponsorship. It is interesting to note that CBS Radio's daytime serial dramas are still purchased today in these seven and one-half minute segments, allowing one and one-half minutes for commercial time each.

For the Impact plan, there are 26 programs available—22 on Saturday and Sunday and four Monday through Friday, 7:05 to 9:25 p.m. If an advertiser bought an entire schedule of five-minute segments, CBS Radio claims, he would reach 10 million different families, 3.2 times each, for a total of 31.6 million commercial minute family impressions. The cost would be $20,800, or 66 cents per thousand families.

Last year was an important one for the network, and the feeling is that 1958 will be even brighter. Some of the elements that enter into this are outlined by Arthur Hull Hayes, president of CBS Radio.

When advertisers left network radio it was not because of a lack of value, he says. One of the reasons is that buying network radio simply went out of fashion. Now that advertisers are beginning to look around once more they are finding the value that was always there.

Another factor Mr. Hayes cites has been "aggressive selling" on the part of the network that has sparked new advertiser interest. CBS Radio also emphasizes that through the very lean years it didn't let its programs fall by the wayside. This was done often at great cost to the network, Mr. Hayes notes.

'Attentive Ear'

A major point Mr. Hayes makes—and one that CBS Radio will be talking about for many months to come—is that his network's programming is beamed to the "attentive ear." By this, the network refers to certain qualitative aspects of its listening audience and the point that such listening is selective.

This concern for the "attentive ear" prompted CBS Radio to do a motivational analysis study to measure certain qualitative dimensions of a station. One of the results of the survey, CBS claims, is that its stations had considerable authority and believability in the minds of its listeners.

The study was conducted by Motivational Analysis Inc. under the guidance of Jules Dundes, CBS Radio vice president in charge of station administration. The analysis involved six cities where CBS owns stations.

A total of 1,202 people were covered in the interviews, which lasted for an hour and one-half each. The survey was originally performed for management use. But since its publication, Mr. Dundes notes, almost 4,000 agency and advertiser personnel have seen a presentation based on the study.

Deliberate Advertiser

One area where CBS Radio is confident it is building for the future is in its appeal to the deliberate advertiser—the sponsor who makes a buy only after careful screening of the advertising values as well as a comparison of alternate plans. Mr. Hayes states that it is the deliberate advertiser who attracts others. He points to such sponsors as Chevrolet and Ford as indicative of this group.

In fact, the network has more motor business signed now than it had in the pre-tv years.

Mr. Hayes states, "When a manufacturer like Chevrolet renews its news sponsorship again and again, you know he is buying value."

One of the big questions radio networks face today is trying to determine the future scope of their operations.

"We are urging advertisers to get back to full sponsorship of programs," John J. Karol, vice president in charge of sales, states.

"Many advertisers are becoming aware that the framework of the program in which their commercial message is placed is an important factor. There's a great deal of 'sell' available through radio advertising for the

company which capitalizes on this."

As a result of the present squeeze on profits, Mr. Karol notes, many advertisers cannot make the long-term commitments that are involved in use of other national media.

"With the basic value that network radio offers, there is a tremendous opportunity for us today," he declares.

One of the great needs of radio today, Mr. Karol asserts, is to have creative people in advertising agencies who understand the potentialities of the medium.

As an example of the way agencies can stimulate ideas, the CBS Radio vice president points out that the J. Walter Thompson Co., New York, was instrumental in conceiving the *Ford Road Show* buy. And Erwin Wasey, Ruthrauff & Ryan, Chicago, was largely responsible for the Peter Lind Hayes-Mary Healy program for A. E. Staley Manufacturing Co. The *Peter and Mary Show* originates from their home.

Hard Selling

Network radio today offers more than mere exposure, Mr. Hausman, advertising vice president, declares. "It's efficient and economical," he says.

"Advertisers are beginning to realize that they can use network radio for hard selling. This can be accomplished through the use of reason-why copy."

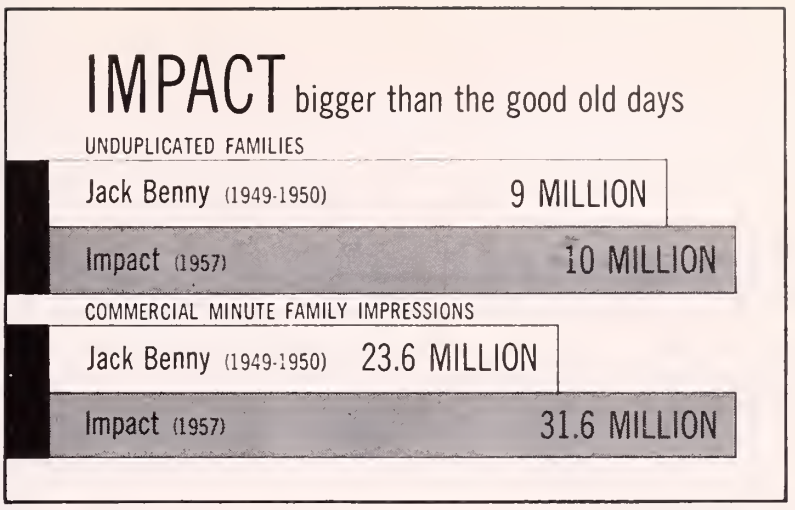
In promoting the network, Mr. Hausman states that the biggest chunk of the promotion budget is for daytime serials. Next in outlays is the news and public affairs operation, followed by special pushes for a sponsor of a show.

Actually, he states, the network has three primary areas that must be reached through promotion. These are: the public, the advertiser and the affiliate.

In the field of programming, Howard G. Barnes, vice president in charge of programming for the network, declares, "What we try to achieve is the production of shows that are identifiable—programs with a beginning, a middle and an end."

Mr. Barnes claims that according to a December ratings report 27 of the top 29 programs were on CBS Radio.

The network programming day is divided into several types of shows. The morning begins with news and then features personality programs to noon. From 12:15 to 2:45 is a solid block of daytime serials. These are followed by personality shows again, which run until early evening. After this are news and sports. The evening schedule is composed of strip programming and runs until midnight. Amos 'n Andy kick off the latter segment, from 7:05 to 7:30 p.m.



News Shows

At many points of the day there is news on the hour, which is sponsored. In fact, CBS Radio presents weekly 130 newscasts plus 12 business news shows.

A current development in programming has been the conversion of the Arthur Godfrey daytime series into separate radio and tv versions. The move has been hailed by affiliates, who commended the action in a resolution: "This represents a real benefit and basic recognition of the unique values of the audio medium of network radio."

One of the radio programming areas which is coming in for greater attention at CBS is the public affairs department of CBS News. This department, headed by Irving Gitlin, contributed 600 half-hours of programming in 1957. This amounted to seven percent of the total schedule.

Public affairs programming is getting a greater play today than ever, especially at nighttime. There is also a special effort on the sales side to gain sponsorship for these programs because of their growing appeal.

Mr. Gitlin, who also handles this type of programming for television, states that radio has several significant advantages.

One such value is that radio has great anonymity in that many people will talk for a tape recorder but are reluctant to appear before a camera. Public affairs programming in radio, Mr. Gitlin states, has flexibility and can go anywhere. It is also low in cost and has speed.

As a final advantage, Mr. Gitlin says, it is easier to deal with an idea on radio.

Radio-Only Project

CBS News has recently started a special radio-only project called Unit 1. It is designed to produce programs that will attract national attention and is based on the premise that "there has been a sharp increase of listener interest in programs of information on radio."

The CBS Radio network is composed of 214 affiliates, of which 201 are in the continental limits of the U. S. The network states that 80 to 90 percent of sales are for the full line-up. In addition, CBS Radio notes that compensation for affiliates was higher in 1957 than in 1956.

As compared with a decade ago when programs were sold by the half-hour or hour, the economics of present-day networking have dictated a more flexible course. The primary approach to programming and sales at CBS Radio today is to make the network purchase easier to buy and to give the advertiser value. • • •

Console Thinking For Transistor Listeners

Paul G. Gumbinner comments on radio today

When I go to large luncheons and meetings for radio, I'm impressed by seeing the preponderance of young people in the industry. My memory of the young days of radio encompasses the crystal set. And I recall our first family radio set.

You had to be an engineer to pull in stations. There were at least half-a-dozen knobs to be twirled and adjusted.

In those days, boys wore knee pants and I graduated out of mine about the time we replaced the radio box and table with a big console set.

Radio as a medium was evolving, too, out of the loud-speaker horn. We began to have networks, although a "big" buy was 10 or 15 stations.

The console in the living room became the focal point for family entertainment. The programs were designed for group listening. Commercials were group commercials. Radio was general—to hold everyone's attention. And so it remained through all its wonderful palmy years.

Then came the bleak days. Radio seemed to be relegated to a symbolic attic. The agencies and advertisers had a new glamor medium to which they devoted time and attention and budgets. Nobody listened to radio —except millions of people.

Meanwhile, back at the laboratory, the engineers were at work. They achieved smaller and smaller sets. Radios became so portable they went everywhere. And now before our eyes, radio has come into a new palmy era.

It is now a personal medium. Mama has hers in the kitchen. The kids have their own in their rooms. Papa has his in his workroom or den —certainly in his bedroom. The set in the car is probably the only one listened to by the family group —if the group ever gets together at all. (Togetherness seldom includes the teen-ager!)

Radio requires and should be getting new thinking for its new stations. But I wonder if the bright young people I see at the luncheons have ever studied radio?

They've been trained and brought up for television. They write visually, for sight, not sound. The timebuyers are inpressed by the greater percentage of the budgets

eaten up for television—and are apt to consider a radio schedule an "easy" buy.

And so we find some radio commercials that imitate the old—that copy outmoded patterns meant for days that no longer exist.

Practically vanished from the radio scene are solely-sponsored weekly half hours, or five-a-week daily strips. Of course they exist as programs, but they are co-sponsored or bought on a participation basis, so the advertiser can get multiple commercials during the week.

The spot buyer wants many broadcasts, too. Where five spots a week were once good coverage, he now reaches for 12, or 30 or 100.

The reasoning behind this kind of buying is simple. People listen a lot, but in a different way. They listen alone. They are apt to tune in at fairly similar times each day—while they're cooking, or ironing or driving to meet trains. You reach fewer at any one time than formerly. So, to reach multitudes, you'd best be on frequently. And if you

require full family coverage, be heard a number of different times a day: early morning for the kids, after school for the high school set, around dinner time for the man.

Finally, with so much advertising being thrown at the public in so many media, repetition is needed to register. Which brings up the kinds of commercials that will register—or won't.

Formerly, when the advertiser had his own show, the format could successfully be the straight announcer or announcer plus small trick, or announcer plus jingle or the "dramatized" commercial.

But today it isn't his show. He doesn't get product loyalty because of entertainment. His message is one of several, perhaps one of several in a row. It must therefore compete for attention, fight for memorability, dig for effectiveness.

And much as I admire announcers (some of my best friends are announcers), the lone voice crying in the wilderness can't do it all. It has to be supplemented by a different sound, an off-beat approach.

The local stations were probably first to realize the need for fresh thinking. They saw twilight descending on the "sincere" spielers, the pear-shaped-tone salesmen, the folksy philosophers. They developed or discovered unusual staff personalities—the men or teams who became the zany morning boys (crazy like foxes), the specialized disc jockeys.

Then a few agencies and advertisers followed suit and some commercials were "different." The public picked up its collective ears at the unusual, and picked up its feet to hie to the stores.

Some dramatized commercials became plausible, rather than a collection of cliches. Comedians of repute were occasionally used and dared poke fun at the listener, even the product.

The jingle is becoming less of a sacred cow. It gets arranged and rearranged into new rhythms, new musical colorings. It gets fitted out with new words. It even ceases to be just a jingle and becomes a musical message utilizing currently popular hit tunes, played and sung by top non-commercial stars.

But the deviations are still exceptional. Too much of the stuff that's heard is uninspired and run-of-the-

mill. There are too many straight, recorded announcers pounding away—particularly for drug products or others whose legal terms and phraseology must be controlled.

Occasionally we hear a commercial that's the sound track of a tv film. How much less imagination can there be than that?

And many advertisers with heavy spot schedules, perhaps 50 or more a week, are content to repeat two or three transcriptions *ad nauseam*. Can you blame the audience for turning off its ears to this?

All of these lead one (this one) to think that radio is still too frequently getting a stepchild treatment. "Commercials needed? Let one of the copy cubs adapt something."

Great buys in time availabilities have been known to be passed up because an agency didn't want to bother with radio! A station manager told me of an account open to change because its agency had bought radio schedules but didn't know how to write good radio copy.

There are agencies which recognize radio's new importance—and can sell that idea to their clients. They have radio writers, radio producers—specialists who study radio with the intensity it deserves.

It's a sound new medium—product of the transistor age. Let's use it accordingly! • • •

Mr. Gumbinner is vice president, radio-tv director, Lawrence C. Gumbinner Advertising Agency Inc., New York. Current radio advertisers are: Filter Tip Tareyton Cigarettes, Manischewitz Wine, Q-Tips, Chap Stick, Rem, Omega Oil, Minipoo, Sacramento Tomato Juice and Cherry Kijafa Wine.

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focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

A HAPPY BIRTHDAY to Richard M. Klaus (center) of WERE Cleveland, O. Staff members gather to congratulate their vice president and general manager, who was as surprised as U. S. Radio at the unique cake.

FAN MY BROW says John McVeigh, exhausted treasurer of WFBR Baltimore, Md., who spent two days signing $50 checks for 104 winners who brought in serial numbers on a dollar bill ending with the station's frequency, 1300. Jeanne Lambert, receptionist, helps him recover.

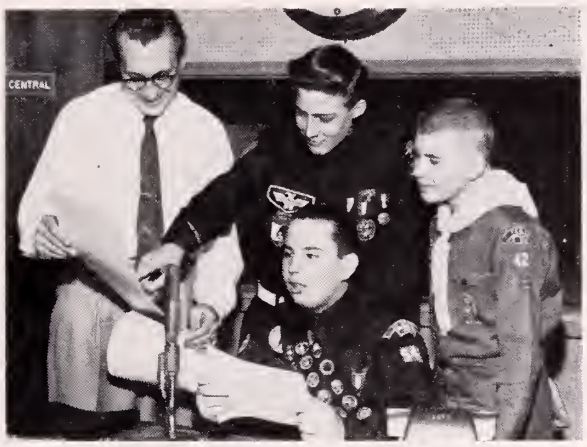
WINS NEW YORK goes camping as general manager Jock Fearnhead and happy camper demonstrate paddling technique in canoe donated by the station. More than 15,000 listeners wrote letters competing for the canoe, which was won by a fresh air fund camp direcor.

KNUZ CELEBRATES ANNIVERSARY while the founders and owners of the Houston, Tex., station contemplate 10 radio years. They are (left to right) Leon Green; Bailey Swenson; Max H. Jacobs, managing partner; Douglas Hicks, and Dave Morris, general manager.

Radio in Public Service

"SLOW DOWN AND LIVE" is the motto in the traffic safety campaign jointly sponsored by WRR Dallas, Tex., and Cabell's Inc. Radio's public service promotion features car stickers like the one being presented to John Dunlap (left), chairman of the Citizens' Traffic Commission, by Joe De Pasqual, Cabell's vice pres.

MARCH OF DIMES benefits from public service promotion by WIBC Indianapolis, Ind. Station personality Jim Shelton (center) climbed into iron lung on his noontime show in a theater lobby and invited Indiana's Lt. Governor Crawford Parker (foreground) and Indianapolis Mayor Phillip Bayt (background) to join him.



RADIO LINKS SCOUTS and WIL St. Louis, Mo., as three Eagle Scouts take over station's management for a day as part of Boy Scout Citizenship day. Cooperating in the public service is WIL's news director, Bob Hardy.

RADIO DIVES DEEP to aid the March of Dimes in St. Petersburg, Fla. Leeds Scofield, program director for station WTSP, performs public service "above and beyond the call of duty" by broadcasting underwater for 12 hours. Program raised about $1,000 for the drive.

RADIO JOINS RETAILER in public service promotion for the March of Dimes as KOIL Omaha, Neb., stages marathon broadcast in window of local department store, J. L. Brandeis & Sons. The 60-hour program raised nearly $4,000 for polio rehabilitation.

RADIO EXECUTIVE SUPPORTS the March of Dimes in Pittsburgh, Pa., cooking contest. Part of a civic group invited to prepare their favorite dishes was H. W. Shepard, general manager of WAMP (above). Executives sold their meals to invited guests at $10 a person.

as basic as the alphabet

EGYPTIAN

Ancient ancestor of our letter A was probably an Egyptian picture of on ox or of *Apis*, the sacred bull.

PHOENICIAN

With the passage of time, sea-traders took over the ox letter, tipped it, ond let it stand for the first sound in *'aleph* (ox).

GREEK

Later, the Greeks tipped the letter ogain, making it represent the first saund in *alpha*.

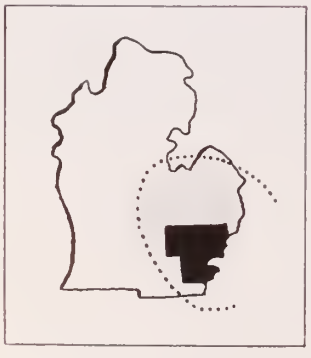
ROMAN

Adopting the A from the Etruscans, the Romans corved it an their monuments in the graceful form we knaw today.

Historical data by
Dr. Danald J. Llayd, Wayne State University

Successful radio advertising in the Detroit-southeastern Miehigan market begins with WWJ. A veteran in years of service, youthful in programming and operation, WWJ holds a unique plaee in the hearts and loyalties of listeners of all ages.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Jim Wood, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!



ALWAYS EASY TO REACH MOST MICHIGAN CONSUMERS

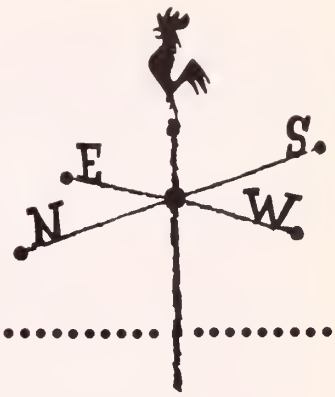
Seventy per cent of Michigan's populotian cam-manding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

AM ond FM
WWJ RADIO
WORLD'S FIRST RADIO STATION
Owned and operated by **The Detroit News**
NBC Affiliate

National Representatives: Peters, Griffin, Waadward, Inc.

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



How to Measure Total Radio Audience

New research report, prepared for NAB, outlines methods that can be applied

A partial answer to radio's own $64,000 question—how to measure the listening audience more completely and more accurately—can be found in a new report on "Radio Audience Measurement," issued by the National Association of Broadcasters.

The study, which sheds new light on both the aims and present techniques of audience measurement, is expected to attract the attention of all those concerned with radio—from timebuyers and their clients, to station salesmen and the ratings services themselves.

One of the things the report stresses in measuring radio today is the necessity of gauging the out-of-home audience. Another important element is the need to measure the listening of each member of the household.

Prepared for NAB by Robert T. Bower, director of the Bureau of Social Science Research Inc., Washington, D. C., the study was presented to the association's Radio Board by E. K. Hartenbower, general manager, KCMO Kansas City, Mo. Mr. Hartenbower is chairman of NAB's Radio Research Committee.

There are three basic requirements, the report states, for measuring the total radio audience:

- A method must be found to combine out-of-home measurements with in-home measurements to form an integrated picture of all listening.
- For the sake of accuracy and completeness, the individual (instead of sets-in-use or families) should be used as the unit of measurement.
- The individual should be surveyed as part of a household, with final estimates based on total households in an area.

"Undoubtedly the most difficult part of radio listening to measure is

that which occurs out of the house," the report states. "With the evidence that out-of-home listening is becoming an increasingly large part of the total, a solution is clearly needed."

Mechanical measuring devices attached to some out-of-home sets (car radios) are feasible, the report says, since most cars are attached to homes, and the findings could be added to home measurements. However, this method is costly, it states.

"We are clearly left with the necessity of using some sort of recall technique—diary, questionnaire or interview," the study points out. "The only procedure now being used in an attempt to measure the total out-of-home audience on a regular basis uses the recall interview.

"The interviewers go to the sample homes during the evening hours and obtain data on radio listening, *wherever done*, for the whole day up until 6 p.m. In addition, they obtain data for the 6 p.m. to midnight period of the previous day."

In addition to combining out-of home listening with in-home listening, the report cites the need for using the individual as the unit for measurement even though the household is used as the unit of analysis or reporting.

"Many persons in networks and agencies state that the household is needed as the unit of analysis . . . because it is the basic purchasing and consuming unit for many products. Further, the advertiser is primarily interested in the number of households reached.

"There are strong reasons, however, for collecting listening behavior data from individuals," the report continues. "The person listening to the radio out of the home is acting as an individual. Even though he is a member of the household, only he, or a device attached to a radio where he is, can report his behavior. Obviously, any valid out-of-home measurement must collect data concerning the individual who has done the listening."

Even in the home, listening should be measured on an individual basis (instead of contacting only one member of the household with questions about all members' listening habits), according to the NAB study.

"With the increase in multi-radio homes, plus the invasion of the living room by television, there has undoubtedly been a decentralization of radio listening in the home. The more listening is dispersed throughout a household of more than one person, the less reliable would be one person's report on any other person's in-home listening.

"In addition to these methodological considerations, there can be certain advantages to having figures on individuals available," the study continues.

"First of all, audience composition figures must be compiled from reports on the behavior of individuals. Such audience composition data as age, sex and race are only reliable if samples of individuals are obtained, since these are, obviously, characteristics of persons.

"Secondly, some products advertised on the air are of the sort where we can assume that it is the individual rather than the household or family that is the purchasing unit—both in the sense that it is an individual rather than a joint decision, and in the sense that it is the individual himself who goes to the store. Advertisers of items like this should be interested in reliable estimates of individual listeners," the report states.

"Finally, figures compiled on an individual basis can be tabulated so as to tell where the listening is done, and could be useful in selling time on the point-of-use argument. The recent use of radio advertising by automotive companies at peak auto listening times suggest the usefulness of such data." • • •

Interviewer and family demonstrate recall technique.

Audimeter measures listening mechanically.

HOMETOWN U.S.A.

commercial clinic

Grey's Leokum Cites Values of Local Copywriting

A New York agency executive speculates that it is easier in some respects for the local copywriter to produce fresh, exciting commercials than for his big-city colleague in New York or Chicago.

The man in an agency or station concentrating on local advertising has an excellent opportunity to do an original and effective writing job, both because he is closer to his market and client, and also because he may not have to contend with the inevitable red tape of a large organization, according to Arkady Leokum, vice president and creative director, Grey Advertising Inc.

Interesting Things

Mr. Leokum points out that "the local radio writer has a great many opportunities to break out and do interesting things, because he is not likely to be bogged down in procedures with plans boards and committees. Also he is closer to his customers than the big agency man, who may only have a memo to work from."

The copywriter working on national accounts, however, has the advantage of extensive research facilities, Mr. Leokum says, as well as having at his disposal a large pool of brainpower.

Both the local and national copywriter should rely heavily on market research, Mr. Leokum states, regardless of whether this research is done in a small town through personal contact and observation or in a big city through charts and statistics.

"Here at Grey we believe that creative people cannot work in a vacuum. The copywriter and his supervisors must know the whole marketing problem and the goals for a particular campaign, so that before he ever sits down at his desk the writer has a specific objective in mind," Mr. Leokum comments.

It is no longer sufficient in many cases for a copywriter to come up with a brilliant radio commercial, Mr. Leokum states. He must also be able to integrate his idea with those being written for other media so that each ad or commercial builds momentum for the whole campaign.

"The radio writer must have an ear for human speech, a certain 'naturalness,' and the ability to present his material dramatically," Mr. Leokum comments. "But a good copywriter should be able to write for all media."

Mr. Leokum believes good copywriting requires a specialized talent all its own. When he is hiring a young copywriter he often asks him to make up a sample book of his work. He suggests that he choose two examples of current commercial campaigns, one good and one bad in his opinion. The prospective employee then writes another commercial in each series, pointing out the merits of the good campaign and the faults of the bad.

Arkady Leokum, Grey creative dir.

Special Bailiwick

Radio's special bailiwick, Mr. Leokum believes, includes the wide area of products that are bought on impulse, that do not need visual demonstration, and that lend themselves to "reminder" messages.

The man who writes these—or any other commercials—must be "dedicated" to copywriting, Mr. Leokum says.

"I don't want to sound corny about this, but a copywriter *knows* that's what he wants to be. In fact he'd be miserable doing anything else in an agency, unless it's supervising other copywriters. I wouldn't exactly call copywriting a call from above, but if you don't care about it you aren't likely to be good at it.

"At Grey we respect the writer who stands up for an idea. He may be proved wrong and have to change it, but it's the man who goes down bleeding and dying who usually does the best job," Mr. Leokum declares.

The Grey executive is also the author of a book published in 1947, "Please Send Me Absolutely Free," inspired, in part, by the advertising business. • • •

HOMETOWN U.S.A.

station log

KOIL Omaha Installs Storm Warning Device

KOIL Omaha, Neb., has come up with an automatic storm warning system in its area that requires only the installation of a simple device to radio sets.

KOIL has supplied Omaha and Council Bluffs radio repair and service shops with plans for the unit which, when attached to a radio, will automatically turn on the muted speaker as an alert signal is broadcast by the station.

Peacetime Use

This, in effect, is a peacetime utilization of the CONELRAD alerting system. It also will help to offset telephone line jamming which inevitably occurs during tornados or violent storms.

KOIL reports that it has the cooperation of the FCC, the U.S. Air Force and the U.S. Weather Bureau in the project. In cases of extreme seriousness, the population can be warned to take cover at any time, as the station operates around-the-clock.

RADIO ACTIVITY

• When the 10th anniversary of WATO Oak Ridge, Tenn., was marked with a day-long celebration recently, the station reported that it was most gratified by the fact that WATO's first advertiser, the Norris Creamery, was still with the station on a continual basis.

• *Operation Outer Space,* a WCAU Philadelphia, Pa., program devoted to alerting the public on the current missile and satellite situation, has been praised in the Philadelphia Astronautical Society newsletter as "informative and interesting, even to old 'space buffs.'" The show, aired six times weekly, attempts to put technical subjects into layman's language and presents as guests nationally known scientists and space experts.

• A disc jockey for KIOA Des Moines, Ia., walked 40 miles in a snowstorm — from Ames to Des Moines—to raise money for the March of Dimes. Frosty Mitchell had promised to walk one mile for each $100 pledged by his listeners. While mobile units covered his hike through four and one-half inches of snow, more than 3,000 persons waited by the highway to contribute. When he crossed the finish line 12 hours later, Frosty had raised $3,997 and a 103-degree fever.

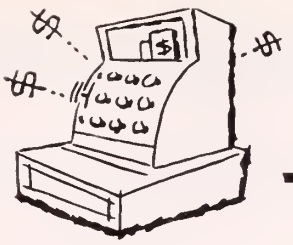
Taking part in the annual New York party of WPEN-AM-FM Philadelphia, Pa., attended by almost 700 agency people, are (left to right): Erv Rosner, general sales manager; singer Patti Page, and Art Pardoll, F.C.&B., New York.

Dick Driscoll, center, timebuyer at William Esty & Co., New York, receives travel bags and a two-week trip to Brussels' World's Fair at the New York party of WINZ Miami, Fla. With him are Rex Rand, WINZ president, and model Charlene Holt. Trip was the top door prize.

• Radio is paying extra dividends to listeners through continuing developments in hi-fidelity broadcasting. KDKA-AM-FM Pittsburgh, Pa., and WFIL-AM-FM Philadelphia, Pa., have installed stereophonic sound play-back equipment and are programming "good music" from stereo tapes. By using an am and an fm receiver, the home listener is able to enjoy concert hall realism through these binaural broadcasts, the stations report. "Good music" is experiencing a boom in Portland, Ore., according to KEX-AM-FM. Sales of fm and hi-fidelity equipment in the Portland area are way up, says KEX, and attendance at the Portland symphony concerts is at an all-time high. Fm set sales show a 25 percent rise over 1957 and sales of hi-fidelity equipment are up 30 percent. • • •

HOMETOWN, U. S. A.

radio registers



FINANCE COMPANY

Ithaca Loan Finance Co., which had relied on direct mail, newspaper and billboard advertising, placed a trial schedule of five 30-second announcements over WTKO Ithaca, N. Y. Additional business was heavy, but radio was dropped for two months to test its pulling power. When business dropped back to the pre-radio level, a regular spot schedule was purchased. At the end of the first year, the loan company attributed a 25 percent volume increase to radio.

DANCE STUDIO

Arthur Murray Dance Studios contracted with KDYL Salt Lake City, U., for a schedule of four daily "Lucky Buck" announcements. More than 60 contacts a week directly traceable to radio were made, and the studios received signed contracts from almost 50 percent of them.

AUTO DEALER

Luby Chevrolet Co., Denver, Colo., unveiled its 1958 models at a midnight party that was promoted almost entirely by radio. Announcements began at noon: 30 one-minute spots and a remote pick-up over KTLN, 20 one-minute spots over KLAK, seven 20-second spots over KLZ, 14 one-minute spots over KIMN, 20 one-minute spots over KMYR and eight one-minute spots over KOSI. Results: 8,500 persons showed up and purchased 37 new 1958 autos and five 1957 models. Total cost to Luby: $1,600.

WHOLESALE GROCER

The Ramirez Brokerage Co., a wholesale grocery firm, placed a 13-week schedule of one-minute spots over WMFS Chattanooga, Tenn., advertising Maine Sardines. At the end of six weeks, sales perked up to the extent that the broker ordered four additional carloads to meet the demands of retailers.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

With a total of 46,000 Households in the two millivolt local area daytime coverage of KFAL.

Highest daily Day-Radio average circulation in Central Missouri's 23 county area per NCS#2.

Excellent avails in most time periods.

Contact—
INDIE SALES, INC.
or
KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

TOLEDO'S FIRST RADIO STATION

. . . since 1921

- **FIRST** *in audience ratings since 1921*
- **FIRST** *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

BEFORE BUYING RADIO

IN KENTUCKIANA

Check your

John Blair Man

or

Bill Spencer

at

WKLO
LOUISVILLE

1080 KC

TOLEDO'S FIRST RADIO STATION

. . . since 1921

• FIRST *in audience ratings since 1921*

• FIRST *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

report from RAB

Nighttime Radio Valuable to Advertisers, RAB Evidence Shows

The mad scramble of radio advertisers to use only the morning hours or the peak traffic hours seems to be thinning out. The Radio Advertising Bureau believes that more advertisers each day are learning that nighttime has considerable value (see *Dialing After Dark*, p. 15).

Advertisers are re-investigating radio after dark due to the following developments, RAB states:

- The "sell out" condition of the so-called peak periods in many markets.
- The introduction of new nighttime programming techniques by many stations.
- The rapidly increasing importance of nighttime in retailing (more stores stay open at night both downtown and in the suburban shopping center).
- The unavailability of prime television time in the evening hours in some markets.
- The forced "new look" at radio because of television's increasingly high cost.

Post 6 p.m. advertisers are discovering that they can reach huge audiences—almost as large as the daylight hours. Cumulatively, A. C. Nielsen shows, the 6 to 9 p.m. period weekly will deliver 53.2 percent of all radio homes, while the 6 to 9 a.m. period delivers 53.9 percent—a very small difference.

Special Coverage

Another compelling reason for investing dollars in nighttime radio is that an advertiser can reach radio homes he would miss at other times. The same Nielsen report shows that the 6 to 9 p.m. period delivers 21.4 percent of the radio-only homes on a weekly basis. The only other three-hour stretch that is comparable is the 12 noon-3 p.m. period when 22.3 percent of radio-only homes tune in. When an advertiser remembers that there are some 10 million radio-only homes he has an important goal to aim at, according to RAB.

Another source of information for nighttime radio buyers (and salesmen) is the series on radio listening habits conducted for RAB by The Pulse Inc. These studies show that radio delivers audiences at night that are not easily accessible at other times (but are important audiences for the advertiser). Examples: 35.7 percent of married working women; 44.8 percent of working men, and 27.9 percent of young men. And the added importance of evening leisure insures more attentiveness to the nighttime advertiser's message, RAB believes.

The Pulse survey shows that male audiences can be reached more easily at night. Audience composition in the 7 to 8 p.m. period, for example, is 41.2 percent male, while from 6 a.m. to noon, on the average, it is only 30.1 percent male. This is why beer, tobacco, gasoline and other advertisers who have to reach men buyers are now using nighttime radio, RAB reports.

On the Move

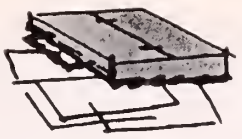
Of course, some of nighttime radio's audiences are on the move. A. C. Nielsen says that 23.8 percent of automobile radio families are tuned in on the average weekday between 6 p.m. and midnight. They might be on the way to the shopping center during the early evening. To put it another way, auto listeners as a percent of in-home listeners are greater after 7 p.m. than any other hour of the day.

Do television set owners listen to radio at night—they certainly do, RAB says. Sixty percent of radio's night audience comes from tv-owning homes. This is evidence, once again, of radio's new patterns of listening. Many family members are listening to the radio in other rooms of the house while the tv set blasts away in the living room, RAB notes.

RAB also points out to advertisers that they can reach people strategically during the night hours. An obvious example of this is the toothpaste advertiser who can reach his customers just before his product is used—or a shampoo advertiser, since another RAB study shows that 56.8 percent of women shampoo their hair at night.

Alert advertisers are also paying more and more attention to RAB's advertising awareness tests. In these studies, only radio advertising is used. One reveals, for example, that with the use of only 20 nighttime announcements on one station, advertising awareness for a clothing concern added up to 12 percent of the market. • • •

report from representatives



PGW Issues Spot Guide; Timebuyer Panel Set By NBC Spot Sales

Peters, Griffin, Woodward Inc. is distributing to advertisers and agencies a second edition of its Spot Radio Guide, a "study of NCS #2 coverage related to spot radio costs."

The publication is the combined work of PGW and the A. C. Nielsen Co. and includes both daytime and nighttime coverage and costs. The guide lists 168 U. S. metropolitan markets arranged according to population rank. It also lists smaller markets, and sample schedules quoting costs on a weekly basis for 10, 20 and 30 announcements and projected for 13, 26 and 52 weeks.

Robert H. Teter, PGW vice president and radio director, points out that spot radio today is an even better buy than it was three years ago when PGW's first Spot Radio Guide was published. "There has been considerable speculation over whether or not spot radio costs have increased and whether nighttime radio audiences have decreased. The guide answers these questions. . . ."

According to PGW, radio homes in three years have increased about 1.2 million and the percentage of homes covered by radio facilities in the various market groups has not changed significantly. Nighttime coverage, the guide says, runs about 1 to 1.5 percent less than daytime, but the nighttime total is higher than the daytime total of three years ago. And costs are lower on every basis of comparison.

Timebuyer Panel

NBC Spot Sales has formed a Timebuyer Opinion Panel, which will function as a service to timebuyers and those in advertising and broadcasting.

Invitations to participate were sent to agency personnel across the country. They will be asked to respond to brief questionnaires that NBC Spot Sales will send out periodically.

The panel is intended to serve "as a medium of expression for timebuyers as a group and individually; to shed light on the changing nature and varied problems of timebuying, and to provide a sounding board on theories and buying practices."

A spokesman for NBC Spot Sales said that the panel will attempt "to separate the facts from the half-truths and suppositions in the field of timebuying.

"Agency buyers are deluged with masses of information supplied them by competing rating services, stations and national representatives. How do they use this information to arrive at their buying decisions? What part of it do they accept and what do they reject?

"The panel has been formed . . . to be of help to every buyer as well as other agency and broadcasting executives."

The first questionnaire, which was mailed out along with the invitation to join the panel, concerns "the use of ratings." Hundreds of replies have already been received, according to an NBC spokesman, and more are coming in daily.

Some of the questions are:

To what extent do you consider audience composition data in the purchase of announcements?

In making announcement buys in strips, to what extent do you use cumulative (unduplicated) audience data?

In view of the sometimes considerable differences among rating services, do you average the ratings of two or more services?

The results are now being tabulated by Barnard Inc. and will be reported soon.

Outlook for 1958

John E. Pearson, president of John E. Pearson Co., says, "There is no question but that radio is going strong, especially at the local level. As far as our company is concerned, we feel that 1958 presents a definite challenge, not only for us but also for the stations we represent."

Along with his comments which were occasioned by the move of his New York office to larger quarters at 405 Park Ave., Mr. Pearson reports that research departments have been added to the seven branch offices around the country. • • •

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

TOLEDO'S FIRST RADIO STATION

. . . since 1921

• FIRST *in audience ratings since 1921*

• FIRST *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

Both Hooper and Pulse Prove

WEBC

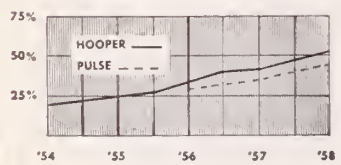
Leads ALL DAY in Duluth and Superior

MORNING
HOOPER 50.9%
PULSE 42%
Share of Audience

AFTERNOON
HOOPER 52.5%
PULSE 46%
Share of Audience

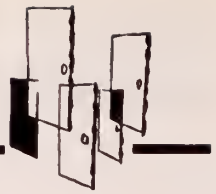
EVENING
PULSE 42%
Share of Audience

SHARE OF AUDIENCE



SEE YOUR HOLLINGBERY MAN
In Minneapolis See Bill Hurley

report from agencies



Timebuyers Need More Market Information, Study Shows

Timebuyers across the nation report they need more market and sales information in order to operate at peak buying efficiency, according to a recent survey of broadcast media personnel.

The study, conducted by Marketing Associates Inc. for Eye & Ear Inc., New York, was designed to determine what methods and tools buyers use in ordering broadcast media. A total of 1,762 questionnaires were mailed to 783 advertising agencies in 44 states. Replies were received from 370 respondents, but only 307 were tabulated, resulting in a return of 17.5 percent, the survey firm points out.

See Ad Budget

Although 53 percent of those responding said they receive a total ad budget and have the authority to decide what portion should be spent in a given market, a substantial majority indicated in the survey that they want more of the following information to back up their decisions:

- Sales information (65 percent)
- Competitive markets (62 percent)
- Client's competitive position by markets (52 percent)
- Client's distribution problems (72 percent)
- Size of total advertising budget (51.5 percent)
- News about client products (27 percent)

In addition, 80.5 percent of the buyers suggested that they would like to participate in client-agency meetings because such contact would provide useful, first-hand data not usually available to them now, the report notes.

An overwhelming majority of the respondents (91 percent) said they had contact with the client's advertising director and found it very useful. In many cases, however, according to the survey, the advertising director does not, or cannot, make sales information available to the timebuyer.

Market recommendations come to the media man from merchandise men or account supervisors, according to 51 percent of the respondents. Only 36 percent of the buyers said they "had anything to do with selecting the markets to be used."

Eighty-five percent of the buyers credit account executives and the merchandising and marketing departments of their agencies with "keeping them up-to-date" on client affairs and sales, the report states. Sixty-four percent of the media specialists say they are provided by these departments with sales figures that help them decide which markets require the most help.

With regard to the make-up of rate cards, the agency people expressed strong preferences for both frequency breakdowns (75 percent) and frequency discounts (80 percent). Only 21.5 percent indicated a liking for flat rates.

Asked to define a "saturation program" on a daily, weekly and monthly basis, the timebuyers gave the number of spots which they thought represented a saturation campaign. According to the survey, the average number of spots per day is 10.1; the average number per week is 49.5, and the average per month comes to 192.

Campaign Duration

The most popular duration for a saturation campaign, the report shows, is one month, chosen by 24 percent of the respondents. Eleven percent picked two weeks, and another 11 percent chose two months as the ideal length. A three-week period was selected by eight percent of the buyers, and a one-week span was preferred by five percent.

In conducting the study, a three-page questionnaire was mailed to more than 1,100 buyers across the country. Another 600 media people in New York, Los Angeles and Chicago received a two-page version. A return of 17.9 percent was received from the longer questionnaire, while the shorter one drew a return of 16.8 percent. • • •

U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

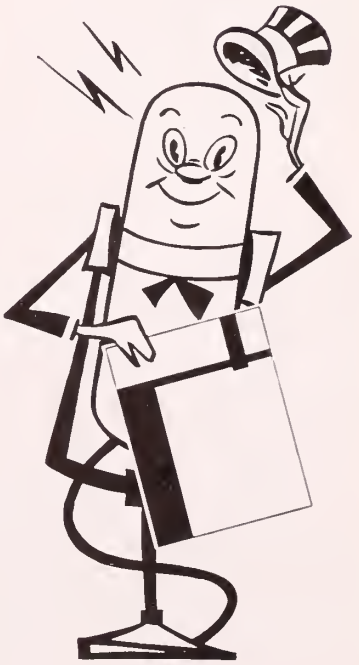
Looks forward to seeing you at the

NAB Convention

. . . in Los Angeles

. . . April 27 - May 1

We'll be there, of course . . . Come on up to the room, our staff sure would like to meet all of you. And if you can't make the convention, remember— RADIO will have top coverage. Be sure to see our Convention Issue (out April 27) . . . it'll be loaded with full convention data about RADIO . . . in addition to all our regular features.*



* Closing date for Convention Issue advertising space is April 14

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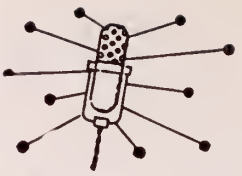
report from networks



ABN's New Schedule;

'Monitor' Renewal;

Mutual Activity

ABN has as part of its previously announced plans revised its live Monday-through-Friday programming schedule on the recommendations of its Affiliates Advisory Board.

On March 3 the *Jim Backus Show* switched from its 2 to 3 p.m. slot to a 10 to 10:55 a.m. spot following the *Breakfast Club*. Also moving was the *Merv Griffin Show* from 7:15-8:55 p.m. to 1-2:55 p.m.

The *Herb Oscar Anderson Show* was dropped, but its star has been retained as "anchor man" for a new 7:15 to 8:55 p.m. musical show presenting local talent from ABN's affiliates.

On the business side, new billings at American include General Mills' co-sponsorship of 10 *Weekend News* broadcasts for Cheerios starting March 22. R. J. Reynolds Tobacco Co., for Camel and Winston cigarettes, renewed its co-sponsorship of *Weekend News* for 18 weeks effective March 29.

Two affiliates have joined the ABN lineup. They are KSWI Council Bluffs, Ia., and WMPT Williamsport, Pa.

'Monitor' Renewal

North American Van Lines Inc. has renewed sponsorship of its Alex Dreier segments on NBC Radio's *Monitor* for 52 weeks. The company will present a new theme—a series of salutes to major industrial fields. Each weekly tribute will be aired concurrent with an industry's annual convention or trade exhibition.

NBC has signed an affiliation agreement with WEZE Boston.

Ad Men Hear Karol

John Karol, CBS Radio vice president, told the Oregon Advertising Club last month that "as it becomes necessary to reach people more often at an affordable cost, you will find that radio can play an increasingly important part in your advertising plans."

He emphasized that the "type of program" is an important factor in successful radio advertising. "Perhaps we have been putting too much stress on how many people we reach and too little emphasis on what kind of people they are.

"One of radio's most powerful features," he added, "is the fact that it allows the advertiser to match his message to the mood of the program. There's a lot more 'sell' available for the advertiser who capitalizes on the framework of the program in which he is placing his message."

Among other developments at CBS is the announcement that on March 28 Harvard College, in a special undertaking, will sponsor a special network show of entertainment and information designed "to promote the advancement of liberal education."

In billings, O'Brien Paints will place a campaign on the CBS "Impact" shows during the spring and fall.

Mutual Affiliates

Two new affiliates have been added to the Mutual Broadcasting System: WHOO Orlando, Fla., and WAKU Latrobe, Pa. According to Charles King, station relations director, Mutual is now negotiating with 17 other stations regarding affiliation with the network.

Mutual's *Game of the Day* baseball broadcasts will resume for their ninth year on March 29 with the Chicago White Sox-New York Yankee game from St. Petersburg, Fla.

This will mark the debut of Bob Feller, former Cleveland Indians' pitching great, as a play-by-play broadcaster. "It will be his initial assignment before our microphones," says Norman Baer, network news and sports director. Mr. Feller will devote his full time to Mutual as a sportscaster. • • •

report from Canada

McDonald Research Provides Regular Data On Audience Composition

(This is the last in a series on Canadian ratings systems.)

McDonald Research Ltd., one of the latest additions to the ranks of Canadian ratings services, publishes audience composition data on all markets on a semi-annual basis, according to John C. A. Wilson, associate.

This information is compiled from 24 major markets and designates the number of men, women and children listening to any radio station at a given time.

McDonald, established last August, is also issuing four ratings reports a year on the basis of written questionnaires which are mailed to a sample of households in each of the urban areas surveyed. (Rural areas are polled only on request.) Mr. Wilson reports an average return of over 50 percent. Data is tabulated on the basis of approximately 250 replies from each market.

Households Tuned

Each ratings report contains the number of households tuned to each station in each time period. The projections, in thousands of households tuned, are shown for major stations only.

The radio logs are kept for a seven-day period, measuring listening from 6 a.m. until midnight. The diary also includes space for designating out-of-home listening. While the out-of-home listening is tabulated as received, it is not projected into thousands of households tuned "due to lack of evidence on reliability," according to the latest McDonald report. Out-of-home listening may be calculated "for rough comparisons," however, by applying the reported out-of-home percentages.

McDonald, in addition to its ratings and audience composition material, will provide, upon request, the following types of data:

- The cumulative number of unduplicated households reached in a week by spot announcements or a daily program. This type of analysis also shows the average number of times each household is reached.

Clyde McDonald heads ratings firm.

- The unduplicated reach of a radio program or a series of spots in the same market in the same week. (That is, a breakdown of a sponsor's different buys in the same market.)
- The unduplicated reach of a spot series over one day.
- The unduplicated reach of a survey spot campaign running on several stations at one time. Such analysis can show the exclusive reach of each station and what would happen to the reach if one or more stations were dropped or added to the schedule.

The households, which provide all of McDonald's data, are chosen from telephone directories "since telephone ownership is high in all urban areas of Canada," Mr. Wilson says. McDonald uses a "systematic method of selecting names with random starting points." In some cases post office directories are used to supplement the telephone books.

All households receiving the log are contacted prior to the survey and are recalled on the first or second day of the survey to give needed instructions and to urge cooperation. The firm has found that by re-contacting the respondents at the beginning of the survey period returns are increased by as much as 10 percent as opposed to making only one approach. • • •

TOLEDO'S FIRST RADIO STATION

. . . since 1921

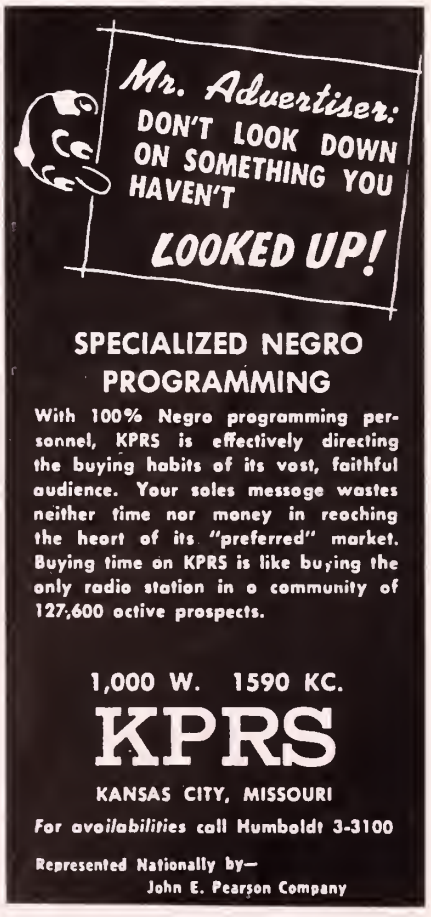
• FIRST *in audience ratings since 1921*

• FIRST *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio



AFTER DARK (Cont'd from p. 17)

in New York, Chicago and San Francisco and went a long way in exploding the myth that the evening audience was a group that could not afford to buy goods and services.

One of the most interesting developments of nighttime radio has been the trend towards imaginative programming on the local level. This ranges from public affairs shows to in-depth news programming to well-produced music shows with a "live" personality.

Local sponsors, of course, have been using evening radio for some time and have found it a very productive sales tool. National advertisers are still to be won over, although there is evidence that past obstacles are being overcome.

Westinghouse radio stations' new evening format, *Program PM*, is a seven-day-a-week series featuring behind-the-scenes, in-depth programming in news, music and entertainment.

Since the advent of the program five WBC stations averaged a 150 percent increase in evening revenue. Local accounts outnumber national orders four to one.

But in the past 40 days 15 new national products have signed up. Among these are: Pall Mall, Armour, Tetley Tea, Pontiac, Colgate's Ad and Tidewater Oil. Significantly enough, this list demonstrates the power of nighttime radio to move all types of goods, from high-priced items to impulse articles.

On the local scene there is ample testimony to successful retailer use. On KDKA Pittsburgh, a mail order house selling a musical album for five dollars was so satisfied with sales that it also promoted a slow-selling pocket adding machine on *PM*. Responses have averaged a thousand a week, the station reports.

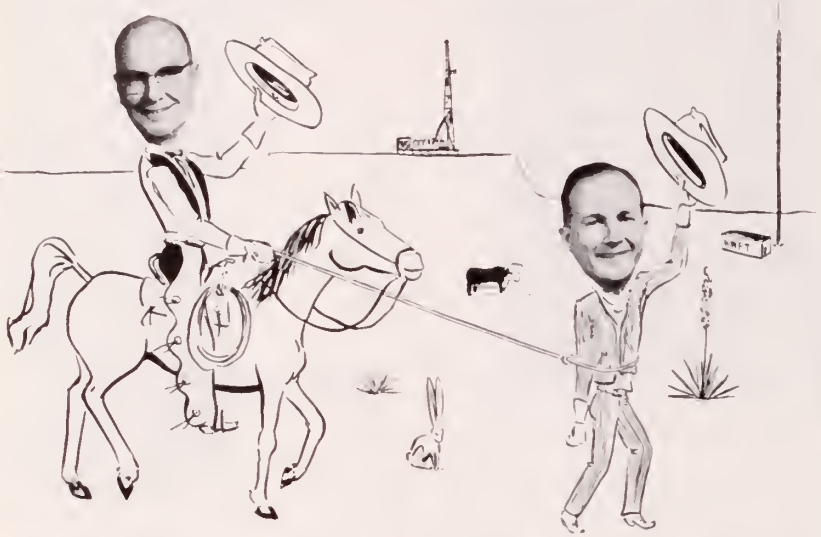
Dramatic Reactions

In Boston, WBZ has had rather dramatic reactions. One evening at 8:10, the station announced that it had 50 pairs of tickets to the Ice-capades. These were offered to the first 50 car radio listeners who called at the station. According to official police reports, traffic was blocked 10 minutes later in a two-mile area around WBZ. It finally tok eight policemen and five squad cars to untangle the jam.

And last month WBZ devoted a segment of *PM* as a salute to Ted Heath, recalling events in his career. A London album of his was played and a trans-Atlantic call was made to Mr. Heath in Great Britain. At the end of the call, London albums were offered to the first 200 people who wrote in to tell what they had liked about the program. Less than a week later, about 1,400 letters had been received.

Many stations across the country have examples of well-produced shows that have compiled record sales results.

KFRC San Francisco is compiling revenue with its late-evening program, *Newswheel*, a seven-night-a-week show that presents 15 minutes of national and international news



This Man I Had to Get

KWFT serves 590,260 farm and ranch people within the 1/2 mv/m contour. Gross farm and ranch income: $814,726,000.

A long-time, well-known pal to these folks is EARL SARGENT. Earl was formerly Agriculture Department Manager of the Wichita Falls Chamber of Commerce. Now he's full-time FARM AND RANCH SERVICE DIRECTOR for KWFT.

He has an M.S. degree in agriculture. He is president of the Wichita Falls Farm and Ranch Club, and holds area-wide offices and honors galore.

With KWFT he's keeping right on with these activities—and doing three broadcasts daily. Object: to make EVERY family of this area a steady KWFT listener and friend.

The KWFT farm-and-ranch market is BIG. Your H-R man has new and complete data. Call him up.

BEN LUDY
President and General Manager

LOW FREQUENCY
MAXIMUM CONDUCTIVITY
KWFT
Call Your H-R Man
620 kc -- Wichita Falls, Texas

four times between 11 p.m. and midnight. The Crocker First National Bank bought a schedule on *Newswheel* to advertise its real estate loan department. After nine days, the bank requested a change in copy to a savings campaign. The real estate department found it could not handle any more inquiries for some time to come, the station reports.

Post-Midnight Hours

While nighttime radio is generally considered that part of the broadcast day between 6 p.m. and midnight, what about listening during the post-midnight or early-morning hours? There has been a growing number of stations that are now programming around the clock. The conclusion that must be drawn from this is that people are listening.

In fact, special Pulse studies in Los Angeles, Washington, D. C., and New York show that while the post-midnight audience is not gigantic it is definitely there and can be measured. The Los Angeles survey reports that during the hours of 12 midnight and 6 a.m. the percentage of homes using radio for the average quarter hour is 3.5. As late as 2 a.m., this percentage is 3.7. There are 1,902,300 radio families in the area, the study states.

In Washington, the homes-using-radio rating for the average quarter hour during this period is 3.3, according to the Pulse survey. There are 529,900 radio families in the area. Of the three cities surveyed, New York appears to have the slight edge in night owls. The percentage of homes using radio for the average quarter hour is 4.3, with 4,344,200 radio families in the area.

There seems little doubt that nighttime radio has much to offer the listener—and the advertiser (local and national).

The case is summed up by Paul R. Weeks, vice president of H-R Representatives Inc. He states, "Advertisers will find that numerous radio stations will deliver as great an audience against class A and class AA television programming as well as in radio's so-called prime time.

"In fact," he declares, "as many as 10 percent more families can be reached at night than in radio's 'prime' morning hours for the same expenditure."

Creative Research

"Judicious use of creative research will further reveal the true value of nighttime radio, both in total audience and in sales results." • • •

In Puerto Rico

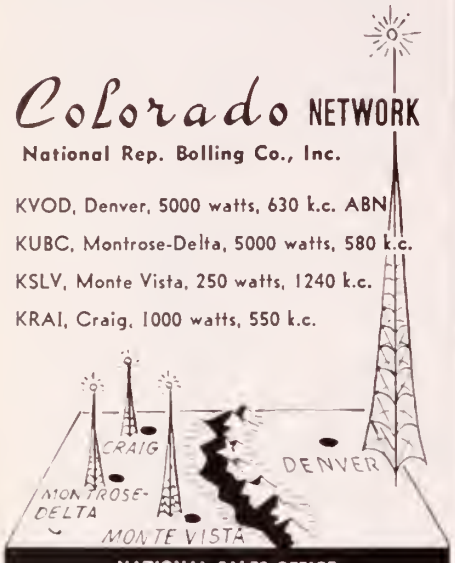
Spanish is the language

So Spanish-speaking Pulse interviewers ring doorbells there same as in similar foreign-language areas in the U. S. Indeed no other method works!

The BEST Coverage
of the
Colorado Market
at the LOWEST Cost

Colorado NETWORK
National Rep. Bolling Co., Inc.

KVOD, Denver, 5000 watts, 630 k.c. ABN
KUBC, Montrose-Delta, 5000 watts, 580 k.c.
KSLV, Monte Vista, 250 watts, 1240 k.c.
KRAI, Craig, 1000 watts, 550 k.c.



NATIONAL SALES OFFICE
MIDLAND SAVINGS BLDG., DENVER 2, COLORADO
Phone: TAbor 5-2291 TWX: DN 483

TOLEDO'S FIRST
RADIO STATION
. . . since 1921

• FIRST *in audience ratings since 1921*

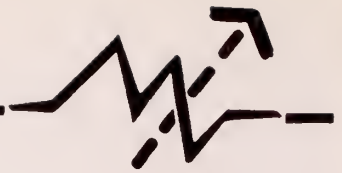
• FIRST *in coverage since 1921*

Check any audience survey since 1921

CALL ANY KATZ AGENCY OFFICE

WSPD RADIO
Toledo, Ohio

radio ratings



Mutual, ABN Sign With Nielsen; Pulse Out-of-Home Data

Mutual and ABN have subscribed to Nielsen's Radio Index, effective immediately, which means that for the first time since September the ratings firm has the four major networks under contract.

In announcing ABN's pact with Nielsen, Robert E. Eastman, president of the network, said, "The recently improved format of the Nielsen material, with emphasis on sponsor cumulative audience data, has achieved substantial industry acceptance, and ABN's subscription reflects the network's desire to be a part of this . . . service."

In selling its service to American, Nielsen reportedly made available the results of a pilot study designed to provide an indication of the scope of radio's out-of-home audience.

Pulse Figures

A significant trend is revealed in Pulse out-of-home listening figures from 1953 to 1957. The figures, which show a steady increase in out-of-home audience, also indicate that winter listening in this category has nearly caught up to the previously higher summer figures.

In Boston, for instance, 1953 out-of-home figures for winter were 3.8 percent while for summer they were 4.2 percent. The percentages in 1957, representing an average rating from 6 a.m. to midnight, seven days a week, show winter at 4.7 and summer at 4.8.

The trend is evident in all markets where there were enough studies made to show some continuity. Most of the out-of-home listening is over car radios, Pulse reports (see *Car Radio*, February 1958). The rise in summer listening is a reflection of portable radio listening, Pulse states.

In the New York market, according to Pulse, out-of-home listening in winter exceeds that of summer, 5.1 to 4.8 percent.

Young's New Plan

Adam Young, president of Adam Young Inc., station representatives, has proposed to Pulse a new plan for measuring a radio market. According to Mr. Young, a survey of any radio market should be expanded beyond the metropolitan county area, as is the current practice, to include the entire trading area of which the metropolitan market is the nucleus.

It is this trading area, encompassing total potential customers among the radio audience, Mr. Young asserts, which is of primary importance to the user of saturation radio techniques.

"In many cases," Mr. Young says, "this trading area was formerly approximated by the 'NSI area' in Nielsen local rating reports. However, since the new Nielsen format omits this essential data, no currently available measurements show delivered audience within the entire trading area of a market."

Mr. Young's proposal also includes the reporting of audience in terms of homes delivered rather than ratings; and the inclusion of metropolitan share-of-audience data to reflect in-city popularity.

Surveys Discussed

It's difficult to tell an agency man just how big radio is, says Walter B. Dunn, senior salesman at H-R Representatives, because "sampling techniques developed to measure print with its physical limitations are applied to limitless radio.

"But radio is different," he continues. "Wherever there's a set there's a 'press,' and sets are everywhere. Most homes go to press upstairs and down, in cellar, workshop and car."

Because someone leaves the house for a few minutes while a sample is being taken, says Mr. Dunn, "that doesn't mean that half a dozen stations lose all their audience, or radio sets-in-use in two or three markets simultaneously drop to zero.

"And yet this happens," claims Mr. Dunn, "with small samples when techniques to measure print are applied to radio." • • •

How your truth dollars help keep the Reds in the red

• The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.

And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why *your* truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

FREEDOM IS NOT FREE!

Your Dollars Are Needed To Keep Radio Free Europe On The Air

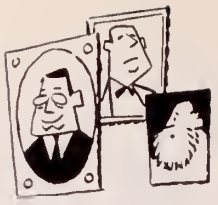
SEND YOUR TRUTH DOLLARS TO

CRUSADE for FREEDOM

CARE OF YOUR LOCAL POSTMASTER

PUBLIC SERVICE ADVERTISING COUNCIL

names and faces



Noting the Changes Among The People of the Industry

STATIONS

BEN LUDY, president of the new North Texas Radio Inc., has added DAVE DARY as news director, HOMER CUNNINGHAM as program director and EARL SARGENT as farm director of KWFT Wichita Falls, Tex.

NORTON VIRGIEN, formerly manager of WFEA Manchester, N. H., appointed general manager of WEZE Boston.

GEORGE R. OLIVIERE, former executive director of WGST Atlanta, Ga., named general manager of WHN Atlanta.

JAMES P. HENSLEY, formerly sales manager at WBBM Chicago, appointed vice president and general manager of KOME Tulsa, Okla.

JAMES E. GOLDSMITH, formerly sales manager of KWK-TV, St. Louis, Mo., named general manager of WAMV East St. Louis, Ill.

TOM PATE named national sales manager and JACK POHLE national sales representative of KNX Los Angeles and the CBS Radio Pacific Network.

VERNON L. WICKRE, business manager of KOSI Denver, Colo., promoted to station manager.

JERRY CARR, program and news director of WHLI AM-FM Hempstead, N. Y., elected a vice president.

EDWARD I. McCANN JR., formerly with WTAG Worcester, Mass., named sales manager of WCOP Boston.

O. T. (TONY) GASTON, radio administrative assistant, appointed sales manager of WKZO Kalamazoo, Mich.

BILL ALLRED promoted to sales manager of KAKC Tulsa, Okla. He had been on the sales staff.

CHARLES M. QUILLIAN, account executive, promoted to sales manager of WLLY Richmond, Va.

REPRESENTATIVES

P. A. (BUDDY) SUGG, former executive vice president of WKY Television System Inc., Oklahoma City, Okla., joins NBC on April 1 as head of the owned stations and spot sales division. THOMAS B. McFADDEN named vice president for NBC Spot Sales. Other appointments are: WARREN STEIBEL named sales promotion specialist, RICHARD E. FARNHAM and T. E. (DICK) PAISLEY JR. appointed to the sales staff.

AL PARENTY, formerly with *Television Age,* has joined Adam Young's midwest sales staff.

THOMAS R. YOUNG appointed account executive at CBS Radio Spot Sales in New York, and JOHN S. LOGAN appointed to similar post in Detroit.

INDUSTRY-WIDE

SHERRIL W. TAYLOR, former vice president in charge of promotion, appointed to new post of vice president in charge of sales administration at RAB. MILES DAVID named RAB's director of promotion. He was executive editor of *Sponsor.* RAB also appointed ROBERT F. NIETMAN and PATRICK E. RHEAUME as regional managers in member service department.

JACKSON B. MAURER, previously with WHK Cleveland, O., named manager of the Cleveland office of Hamilton, Stubblefield, Twining & Associates Inc., national media brokerage firm.

J. P. NAPIER, executive vice president of A. C. Nielsen Co., appointed vice chairman and managing director of A. C. Nielsen Co., Oxford, England.

NETWORKS

DALE L. MOUDY promoted to new post of assistant to the president of ABN. Also moving into new posts: IRV LICHTENSTEIN, director of promotion and exploitation; HENRY W. LEVINSON, director of sales development, and LAWRENCE J. POLLOCK, director of research.

WILLIAM R. McANDREW, director of NBC News, elected vice president for news.

ELMER W. LOWER, director of special projects for CBS Radio, appointed to new post of director of operations. Also, FRANK PARIS named network program coordinator for CBS Radio, Hollywood.

AGENCIES

DAVE KIMBLE, associate account executive at Grey Advertising Agency, New York, promoted to the new post of senior account executive for NBC.

HIRAM S. BROWN and ROBERT C. LAMB, account executives at BBDO in New York and Minneapolis, Minn., respectively, named vice presidents.

WILLIAM A. MacDONOUGH, JAMES F. BLACK, ANDREW DIDDEL and RODGER S. HARRISON, all account executives, elected vice presidents of the Kudner Agency, New York. The agency also named ROBERT BETTS manager of radio-tv commercial department.

ANN F. JANOWICZ and CLIFFORD A. BOTWAY promoted to media supervisors by Ogilvy, Benson & Mather, New York.

RICHARD S. PAIGE, formerly with North Advertising Agency, appointed an associate media director at Grey Advertising Agency, New York.

STUART M. GANON, previously with D'Arcy Advertising, named an account executive and member of the creative plans board at Hicks & Greist, New York.

T. R. MEREDITH and WILLIAM L. O'BRION have joined BBDO, New York, as media supervisor and media buyer, respectively.

DAN BLUMENTHAL, formerly with Donahue & Coe, appointed copy director at Paris & Peart, New York.

TOM DeHUFF appointed radio-tv account executive at Cunningham & Walsh, New York.

HENRY SLAMIN, formerly account executive at Donahue & Coe, has joined Kenyon & Eckhardt, New York, in a similar capacity.

R. WELLS BROWN has joined Compton Advertising, New York, as an account executive. He had been with BBDO, San Francisco.

Ludy

Moudy

Kimble

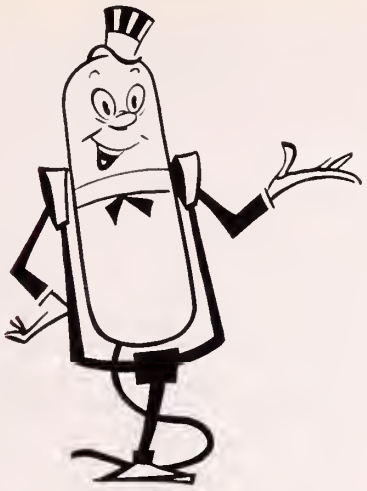
Gaston

Allred

Oliviere

Paige

Maurer



U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name _____ Title _____

Company _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone ____ State _____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

EDITORIAL

. . . a nod for nighttime

TREMENDOUS VALUES

National advertisers are just beginning to discover the tremendous values of nighttime radio. Until now, there has been no great activity on the national scene in this area, with certain notable exceptions.

Local advertisers, however, have been using this time of the day with great effectiveness. Their success stories are starting to get back to the national advertiser.

This local use should serve to pick up the ears of national spenders—especially in the light of current evidence on the reach and potency of evening use (see *Dialing After Dark*, p. 15).

To a great extent, advertisers and their agencies set the rules by which radio, as well as other media, must operate.

Among the rules that many advertisers and agencies adhere to is that a buy should be based on some type of evidence—be it qualitative or quantitative.

IMPRESSIVE FIGURES

What is happening in nighttime radio—a development that has been building over recent years—is that impressive listening figures are being compiled. According to one study, the total nighttime audience during the course of a week reaches 37.1 million homes.

Cost figures are also favorable and in many cases are lower at night than during the day. In addition, there is a bonus in coverage at night because many station signals have a greater reach at this time.

Studies show that in addition to substantial listening and low cost, the evening audience also contains certain qualitative aspects. For example, there is a relatively high proportion of male listeners at night for the advertiser that is interested in this segment of audience composition.

Moreover, with a growing trend towards high quality news, public affairs and music programming, there is every reason to believe that the evening audience is listening attentively.

As we see it, it is the broadcasters' responsibility to build programming of audience interest and it behooves the advertiser to give thoughtful consideration to the evidence.

Our concern results from an attitude that we feel is based on habit and the now worn-out concept that radio is solely a daytime medium.

Those who understand radio's total reach know that its audience goes beyond the 6 a.m. to 6 p.m. hours.

We urge the advertiser, and his agency, to take a new—and careful—look at nighttime radio. The figures speak for themselves.

TRANSISTOR MOMENTUM

If anyone is looking for clues to radio's future direction, it is advisable that he examine current manufacturing developments.

The boom in transistor production is really just beginning to gain momentum. General Electric Co. states that seven years from now, by 1965, the industry will be producing transistors at the rate of 360 to 400 million a year (see *Soundings*, p. 7). This anticipated growth is phenomenal when compared with expected sales of 48 million this year. In 1957, about 27 million transistors were produced.

With these startling revelations, radio—both in home and out of home—is in for continued expansion.

Quality AND Integrity

WGN-Radio

WGN-TV

CHICAGO, ILLINOIS

NO MATTER *HOW* YOU MEASURE...

KTRH IS THE *AREA* STATION FOR SHARP TIME BUYERS*

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES

Represented Nationally by PETERS, GRIFFIN, WOODWARD Inc. *See ANY Area Survey

or buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO. 4

APRIL

1958

35 CENTS

IO AND CO-OP
facturers Make
er Use of Medium
page 19

UCTANT GIANT
Goes After
rtment Stores
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AL NETWORK
one Sells
D Markets
page 30

VENTION PLANS
Agenda
s to Take Form
page 34

John R. Latham
ing Network Show
omoted by Spot
Philip Morris Brand
page 26

TOP DOG in San Antonio

All through the day . . . KONO leads San Antonio's No. 2 radio station with 13.1%* more audience — PROOF that KONO is "Top Dog" in rating . . . in cost-per-listener . . . in product sales. And KONO carries more national and local advertising than any other two local stations. If your South Texas sales promotions have been going to the dogs, it's time to switch to the Top Dog station — time to give KONO a bigger bite of your schedule. Get the meaty facts now — from your H-R rep or Clarke Brown man.

* February-March, 1958 Hooper shows:

AVERAGE SHARE 28.3% THROUGHOUT THE DAY

See your H-R REPRESENTATIVE or Clarke Brown man

860 KC KONO 5000 WATTS

SAN ANTONIO RADIO

NBC Radio's new SALESVERTISING plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers – to the point of stimulating *local dealer tie-ins at local dealer expense!*

PROOF *For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before... now slates 80% of its budget to NBC.*

PROOF *5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.*

PROOF *Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's* SALESVERTSING *action, 81% of NAVL's key agents now tie-in locally.*

Retail tie-ins are just *one* phase of the activation generated by SALESVERTISING. Everyone – right down the line – shares the excitement of a close-knit SELLING campaign planned to achieve benefits for all.

SALESVERTISING plans are *custom-designed* for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.

SALESVERTISING

SETS MARKETING IN MOTION FOR YOU!

ADAM YOUNG INC.

is now representing

CONTACT ADAM YOUNG INC.

NEW YORK · CHICAGO · ATLANTA · ST. LOUIS · LOS ANGELES · SAN FRANCISCO

FAMOUS ON THE LOCAL SCENE

By whatever yardstick you want to measure radio in Toledo, you'll find WSPD head and shoulders on top. Ratings, community acceptance, around-the-clock news reporting, public interest programming, established personalities . . . you name it, WSPD has it! And when buying time to capture the Toledo market, it's important to remember that SPeeDy carries more national advertising than all other Toledo stations combined. Reason: SPeeDy *is* Toledo radio—and has been for 37 years!

WSPD SPeeDY

NBC RADIO *in* TOLEDO

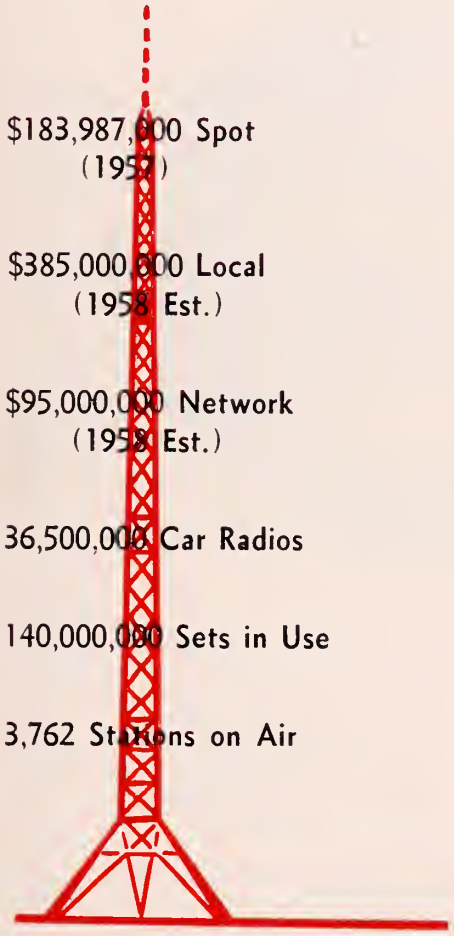
National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., New York Chicago: 230 N. Michigan Ave.

Storer Broadcasting Company

STORER BROADCASTING COMPANY

WJBK	WSPD	WJW	WIBG	WWVA	WAGA	WGBS
Detroit, Michigan	Toledo, Ohio	Cleveland, Ohio	Philadelphia, Pa.	Wheeling, W. Va.	Atlanta, Ga.	Miami, Florida

Radio's Barometer



Spot: National spot radio revenue in 1957 increased 26.5 percent over 1956, according to figures compiled by Station Representatives Association. This amounted to an estimated $183,987,000 last year, compared with $145,461,000 in 1956.

The SRA estimates include quarterly revenue breakdowns for 1957: first quarter, $44,409,00; second quarter, $42,359,000; third quarter, $44,626-000; fourth quarter, $52,583,000.

Last year's gain was the largest percentage increase yet recorded, according to Lawrence Webb, managing director, who said that this category of radio revenue is continuing its upward curve in 1958.

Networks: NBC Radio reports that for the period from January 1 to mid-March 1958 net business was up 30 percent over the same period last year. From January 5 to February 6 new sales and renewals totaled $4,140,828 net. Final figures for 1957, the network says, show a 41 percent gain in net business over 1956. (See *Report From Networks*, p. 52.)

The network also reports that as of mid-March about $12 million in new net revenue had been signed for the year, according to William K. McDaniel, vice president in charge of sales.

More than $1 million in new and renewed business has been signed by ABC Radio for varying periods this year, according to Thomas C. Harrison, vice president in charge of sales.

Stations: Total stations on the air, both am and fm, increased again in March—to 3,762, up 16 over February.

	Commercial AM	*Commercial FM*
Stations on the air	3,222	540
Applications pending	406	42
Under construction	85	64

Sets: According to the Electronics Industries Association, total radio set production in January was 1,026,527. Automobile radios produced came to 676,848. Radio retail sales—excluding car radios—came to 534,640 in January.

Canada: According to a survey by the Dominion Bureau of Statistics, radio advertising revenue in 1956 in Canada was almost 30 percent greater than television. About 95 percent of radio advertising was non-network as compared with 46 percent in television. The Dominion Bureau also reports that 96 percent of all homes in Canada have at least one radio and about 50 percent of all automobiles have car radios.

The nation's highest audience-rated Negro group

WOKJ JACKSON
KOKY LITTLE ROCK
KOKA SHREVEPORT

The McLendon EBONY Stations
Represented by John E. Pearson

SAN DIEGO'S
1ST MUSIC STATION
KSON

1ST in PROGRAMMING
1ST in NEWS
1ST in COMMERCIAL STANDARDS
1ST in RESULTS
at the lowest cost

KSON
RADIO
SAN DIEGO
Rates are still LOW Call FORJOE!

for buyers and sellers of radio advertising

U.S. RADIO

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Hitch YOUR Wagon to the Star stations and Watch Your Sales GO UP!

KMYR*

FIRST... in the 15 Station Denver Market and Getting FIRSTER all the time!

Plus **COVERAGE where it counts...5000 Watts on 710**

CHAT WITH ADAM YOUNG

KOIL

Number one in Omaha

HOOPER 43.3 share
Dec., '57 - Jan. '58, 8 A.M. - 10 P.M.

PULSE 7.1 average rating
Dec., 1957 - 7 A.M. - 6 P.M.

TRENDEX 40.8 share
Dec., 1957, 8 A.M. - 6 P.M.

KMYR*

No. 1 in the 15 Station Denver Market

HOOPER - Feb. 1958
8 A.M. - 6 P.M.

KWIK

More listeners than all other Pocatello stations combined according to the most recent Hooper.

the Star stations

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR* — Denver
REPRESENTED NATIONALLY BY
ADAM J. YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

*Subject to FCC Approval

the enthusiasm of personalities who sound glad to be alive . . . who like people, and show it . . . who know how to get across to the audience.

so . . . in each of these 4 important markets . . . more people listen to the Storz Station . . . than to any other

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Pulse. To talk to the twins . . . talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

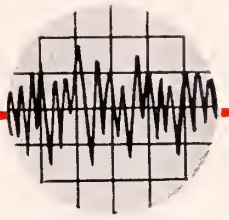
NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



Texaco and Rheingold Boost Radio Spending

The Texas Co. is about to embark on a new test radio campaign, the results of which will determine more extensive use of the medium for Texaco. And Liebmann Breweries Inc., makers of Rheingold, one of the East Coast's largest selling beers, has just moved into the Massachusetts market. Sales are going well, backed up by a strong spot radio campaign in Boston and Worcester, among other markets.

GM Buys CBS Radio To Promote Safe Driving

General Motors is turning to radio for its "Aim to Live" campaign, a program to promote safe driving at night. The company, beginning May 26, will use a seven-day-a-week news show on CBS Radio (10 to 10:05 p.m.). GM started the campaign in February using magazines.

Radio Observances Planned By NAB and CARTB

All-out promotion for the radio industry throughout North America has been set by NAB and CARTB for May. "Radio Is Close to You" has been selected as the theme of National Radio Month in the U.S. (See *NAB Convention Plans*, p. 34.) The second annual Canadian Radio Week, May 4 to 10, will have as its theme "Be in the Know—Buy Another Radio—and Listen!"

ABC Revises Format, Accent on News

ABC Radio, in its completely revised programming schedule, is emphasizing an expanded news operation that will include a "news alert warning system" for its affiliates. In addition, the *Breakfast Club*, which celebrates its 25th anniversary this June, will continue in its present spot of 9 to 10 a.m., EST. The network says that as it "becomes stronger, it will expand and add to its programming schedule." This schedule now includes about 35 hours of shows a week.

New MBS Department Based on Wire Service

One of the first concrete developments in fashioning a radio network after a wire service comes from Mutual Broadcasting System. It has set up a special services department making entire network facilities, especially its news and affiliate-stringer organization, available to all its stations on a cost basis. For example, a station in Texas can now get a special closed-circuit news account from a station in Missouri.

AAAA Chairman Urges Better Job of Pursuasion

The chairman of the board of the American Association of Advertising Agencies has called upon advertisers to do a better job of product improvement and a better job of persuasion. Melvin Brorby, who is also senior vice president of Needham, Louis & Brorby Inc., Chicago, points out that nearly half of everything sold in the U. S. in a given year consists of "postponable" purchases.

New FCC Commissioner In Government Since 1931

John R. Cross, successor to Richard Mack who resigned under fire as FCC commissioner, has been in government since 1931. He served as a member of the government's Interdepartmental Radio Advisory Commission from 1936-41, and later as a member of the Defense Communication Board.

RESPONSE

BARTELL FAMILY RADIO

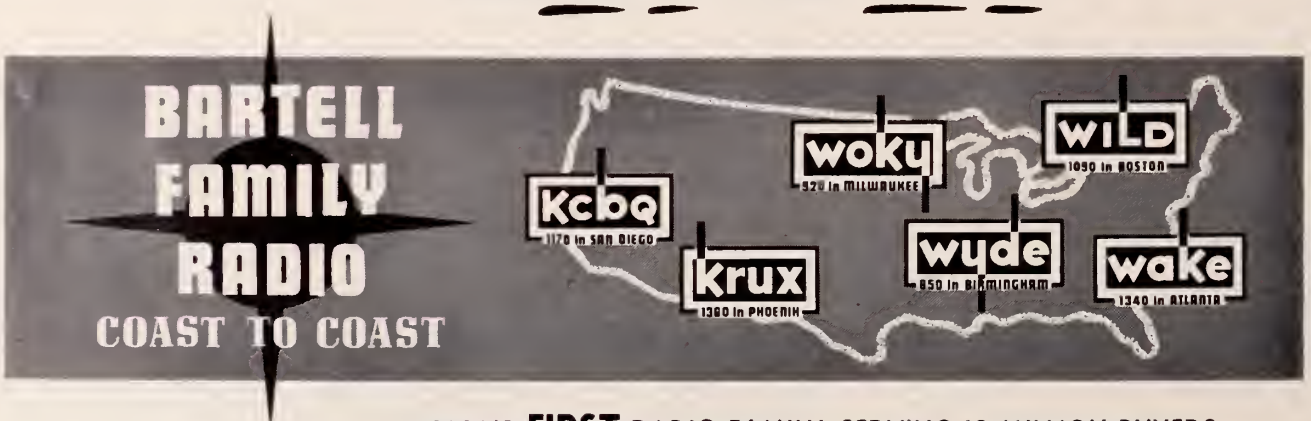
7,366 San Diegans wrote KCBQ in a five day response in January. At WAKE Atlanta, 5881 letters. Both piloting one of our ever-changing stream of copyrighted Games for Family Fun.

Bartell Family Radio keeps audience *alert* for *constant participation* . . . creates a continuing climate of *response*.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FORTUNE selects Bartell Family Radio as America's most successful in the use of scientific methods for maximum audience.

Bartell It...and Sell It!



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

washington

FCC: Investigated And Investigating

While the House Legislative Oversight Subcommittee continues its news-making probe of the Federal Communications Commission and the alleged pressures exercised on commissioners, the FCC has taken on an investigation of its own. Hearings on the Barrow Report are on the last lap. They have been lengthy and repetitious, inundating the FCC in so much testimony that it will likely take a while before any rule-making comes of it.

Radio's Stake In the Barrow Report

The Barrow Report was basically a study of tv networking, with only minor references to the radio industry. But radio was not altogether ignored in the recent hearings. Several of the witnesses—particularly those from the networks—were queried on their radio operations as contrasted with tv. There is some conjecture that at the root of such questions lies the possibility of separating radio and tv in corporate structure with the FCC empowered to enforce the separation.

Plan Advanced To Alter FCC

In the wake of the vexing problems that have been plaguing the FCC, came the pronouncement of a plan to wipe the Commission from the government agency slate and start all over again. Fathering the idea is Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. But the instigator of the action is Clarence Dill, a former U.S. Senator from Senator Magnuson's state who, during his term in Congress, held the chairmanship that Senator Magnuson now occupies. Mr. Dill has been active in broadcast legislation for years. He was instrumental in the enactment of both the Radio Act of 1927 and the Communications Act of 1934.

. . . and Replace It With a New Agency

Mr. Dill now proposes that the FCC be replaced by a Federal Communications Administration. He also recommends that a Communications Court of Appeals be set up. The President would appoint three judges to the court and would also appoint an administrator to head the FCA for a four-year term. Term of office for the judges would run 15 years. Mr. Dill's plan prohibits any current or former FCC commissioner from holding Administration or Court office. The purpose of the plan, Mr. Dill avows, is to simplify procedure and do away with the red tape that confronts so many station applicants. The plan is being drafted into bill form for consideration at an early date.

Music Makers Out of Tune On Capitol Hill

ASCAP has been having a busy time of things on Capitol Hill in recent weeks. A House Small Business Subcommittee is lending an ear to a group of dissatisfied members who claim that a few big publishers control the society to their own advantage. And, concurrently, a Senate Commerce Communications Subcommittee has heard out ASCAP's grievances against BMI and is in the midst of hearing BMI's side of the story. The latter organization, owned by broadcasters, is being charged with plugging its own music on the air to the detriment of ASCAP music. Crux of the ASCAP testimony is that the society has no objection to the existence of BMI, but that BMI should not be owned by the broadcasters who, ASCAP charges, favor BMI music in mother-hen fashion. A total of 624 radio and tv stations out of more than 4,000 have stock interest in BMI.

TOP DOG
in San Antonio

All through the day . . . KONO leads San Antonio's No. 2 radio station with 13.1%* more audience — PROOF that KONO is "Top Dog" in rating . . . in cost-per-listener . . . in product sales. And KONO carries more national and local advertising than any other *two* local stations. If your South Texas sales promotions have been going to the dogs, it's time to switch to the Top Dog station — time to give KONO a bigger bite of your schedule. Get the meaty facts now — from your H-R rep or Clarke Brown man.

*February-March, 1958 Hooper shows:

AVERAGE SHARE 28.3% THROUGHOUT THE DAY

See your H-R REPRESENTATIVE
or Clarke Brown man

860 KC
5000 WATTS
KONO
SAN ANTONIO RADIO

No Okay Needed For Emergency Operation

Broadcasters need not request permission from the FCC to operate extra hours under emergency conditions. That statement was issued by the FCC after numerous requests for such authority were received during this winter's heavy snows. FCC asks only that it be informed of the emergency operation as soon as possible.

NAB Asks Change In Monitor Reading Rule

NAB has filed a petition with the FCC asking that am radio broadcasters be permitted to log frequency monitor readings at the start and finish of each broadcast day rather than every half hour as the rule now requires. NAB maintains that advances in electronics make the 30-minute reading unnecessary as a safeguard against station interference in frequencies. An NAB survey of 1,707 stations revealed that the operation of frequency control circuits is stable and dependable. NAB submitted a proposed amendment to the FCC and called for a rule-making proceeding.

Recent Hill Activity Of Interest to Radio

Bills to prohibit the use of improper methods to influence decisions of members of regulatory agencies have been introduced by Congressmen William Cramer (R-Fla.) and Charles A. Wolverton (R-N. J.). A bill to repeal the excise tax on radio and tv receivers has been introduced by Congressman Melvin Price (D-Ill.). And the anti-alcoholic beverage group is getting up a full head of foam again. Petitions filed by constituents urging Congress to ban advertising of alcoholic beverages in interstate commerce have been introduced by: Congressmen Rhodes (R-Ariz.), Westland (R-Wash.), Hosmer (R-Cal.), Horan (R-Wash.), LeCompte (R-Ia.), Williams (R-Del.), Mimtz (R-Ind.), Norblad (R-Ore.), Brownson (R-Ind.), Hillings (R-Cal.) and King (D-Cal.).

Read this one!
JE,

ROCKLIN IRVING AND ASSOCIATES

television and radio advertising | *32 west randolph street, chicago 1, randolph 6-2324*

November 15, 1957

Mr. Jack Eigen
Station WMAQ
Merchandise Mart Plaza
Chicago, 54, Illinois

Dear Jack:

Now it can be told! After twelve months of continuous advertising on your program, only one word can appropriately tell the story - "Magnifique."

Yes, the Jack Eigen Show has proven to our organization, that results can be obtained consistently month in and month out.

At the present time, we have seven accounts participating, and I am happy to inform you ALL SEVEN ARE HAPPY, SATISFIED CLIENTS. Your program now is a must in any advertiser's budget.

Our entire sales force has been instructed that a part of every budget must go to the Jack Eigen Show. We have a term for it and it is appropriately called "Insurance."

There is no doubt about it. The success enjoyed by our accounts is due to your wonderful co-operation. We want you to know that we sincerely appreciate your efforts.

With best personal regards, I remain,

Sincerely,

ROCKLIN IRVING AND ASSOCIATES

Irving Rocklin

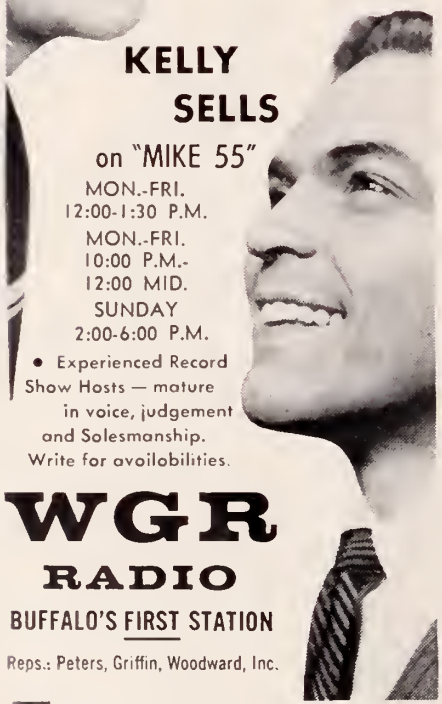
Irving Rocklin

SUCCESS STORIES
WMAQ
NBC RADIO CHICAGO
SOLD BY NBC SPOT SALES

You'll sell more
in the nation's 14th largest market **because**

LASCELLES SELLS
on
"Musical Clock"
MON.-FRI.
6:15-10:00 A.M.
SATURDAY
6:15-9:00 A.M.

DILL SELLS
on "SOUND ON"
MON.-FRI.
2:30-6:30 P.M.



KELLY SELLS
on "MIKE 55"
MON.-FRI.
12:00-1:30 P.M.
MON.-FRI.
10:00 P.M.-
12:00 MID.
SUNDAY
2:00-6:00 P.M.
• Experienced Record Show Hosts — mature in voice, judgement and Solesmanship.
Write for availabilities.

WGR
RADIO
BUFFALO'S FIRST STATION
Reps.: Peters, Griffin, Woodward, Inc.

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

the *Silver Mike*

THIS MONTH:

HAROLD E. FELLOWS

President of
National Association of Broadcasters

Stresses Radio's Influence On History and Public Events

Harold E. Fellows, president and chairman of the board of radio-tv's National Association of Broadcasters, is the industry's man on the go. As the industry's national spokesman, Mr. Fellows travels some 100 thousand miles each year telling the story of broadcasting's service to the American public at meetings in towns and cities across the nation.

By training, by experience and, perhaps most important, by conviction, Mr. Fellows is a professional broadcaster. For more than 30 years he has been active in the industry. Among his major achievements is the formulation of the Radio Standards of Good Practice, which he helped to spearhead, and which were adopted by the NAB membership of over 1,700 radio stations. Since assuming the presidency of NAB in 1951 he has concentrated his energies on raising broadcasting's standards of performance in its function as a prime source of information, entertainment and advertising.

Mr. Fellows was born in Amesbury, Mass., on March 22, 1899. He attended New York University and as a young man spent some time in show business. He became president of NAB after nearly 20 years as an official with WEEI Boston. When he left the station he was general manager as well as manager of New England operations for the Columbia Broadcasting System.

Associates who have watched Mr. Fellows' career feel that his youthful experience as an entertainer has no doubt contributed to his accomplished platform presence. He makes some 60 speeches annually to non-broadcast groups as well as industry meetings.

One of his favorite subjects is the vast influence broadcasting has upon history and public events. Radio speaks to millions, he points out, within the span of a minute, and "enough might be said in that minute, through revealing the truth, to change the whole course of history."

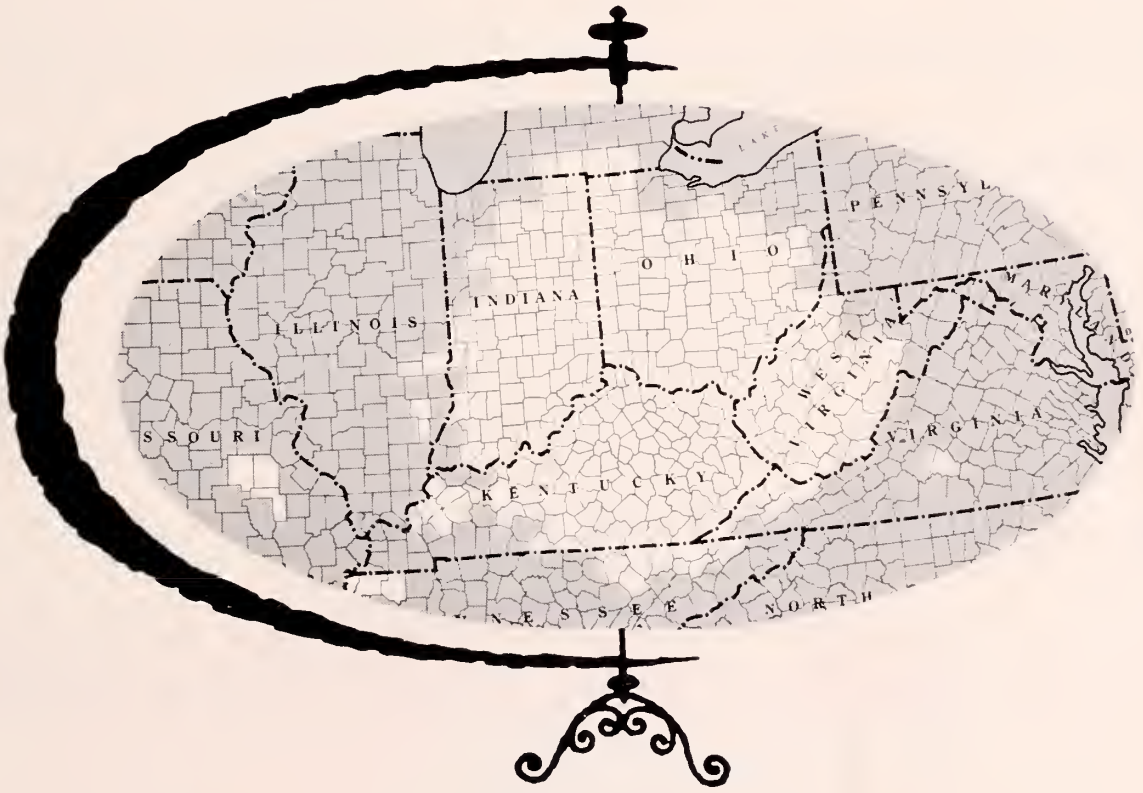
The sales field is another of Mr. Fellows' special interests. And salesmen whom he has addressed recognize him as a top practitioner of their art—a man who needs only to be convinced of the worth of his product to convince others of its worth.

In selling radio, Mr. Fellows knows he has such a product. He has an abiding faith in the tremendous economic potential of radio. He was optimistic about the future of the medium in those post-World War II years when the outlook was generally gloomy.

To all these responsibilities he brings a practical knowledge of broadcasting and a professional grasp of its unique public service function. • • •

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

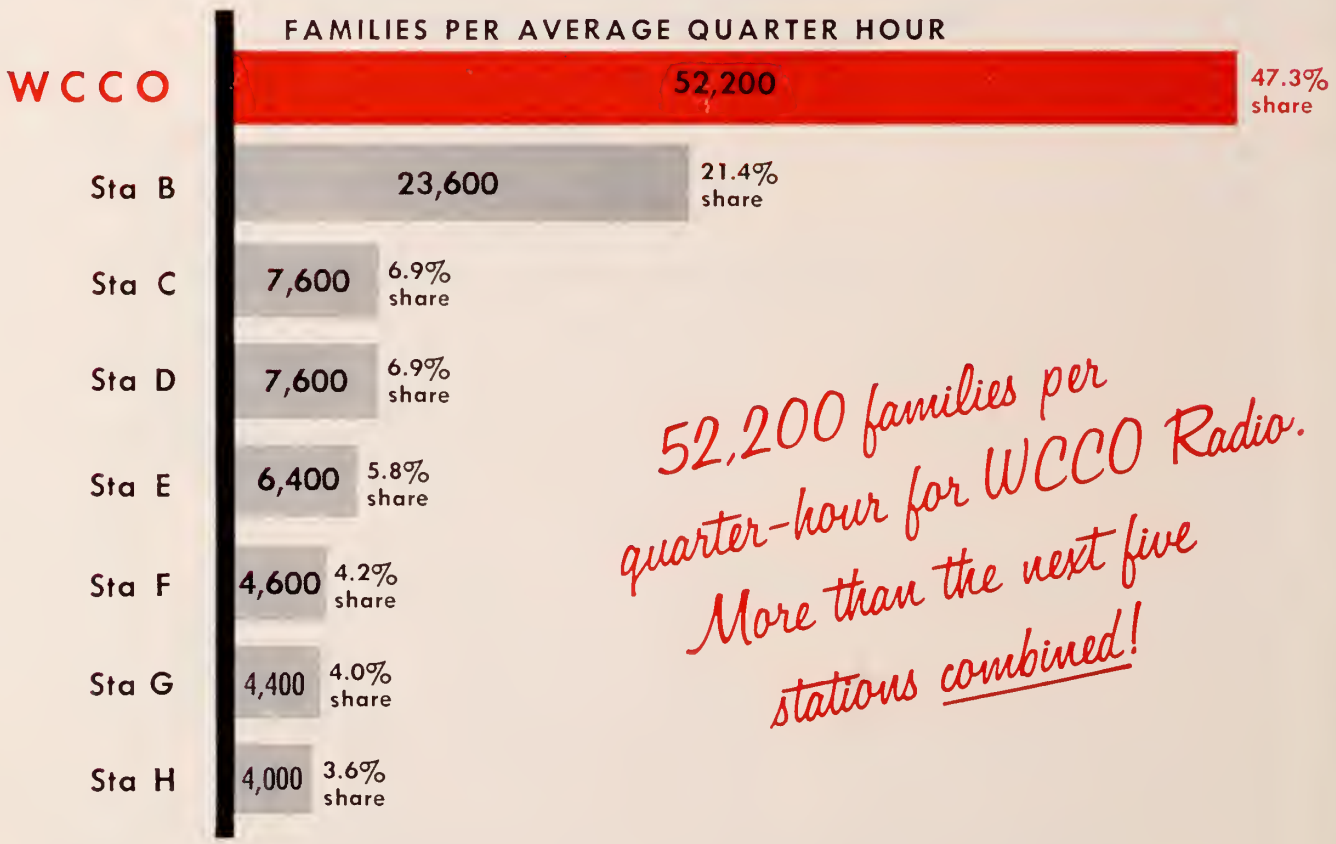
(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

LATEST NIELSEN PROVES IT:

WCCO Radio has more listeners than the next five Minneapolis - St. Paul stations . . . combined!

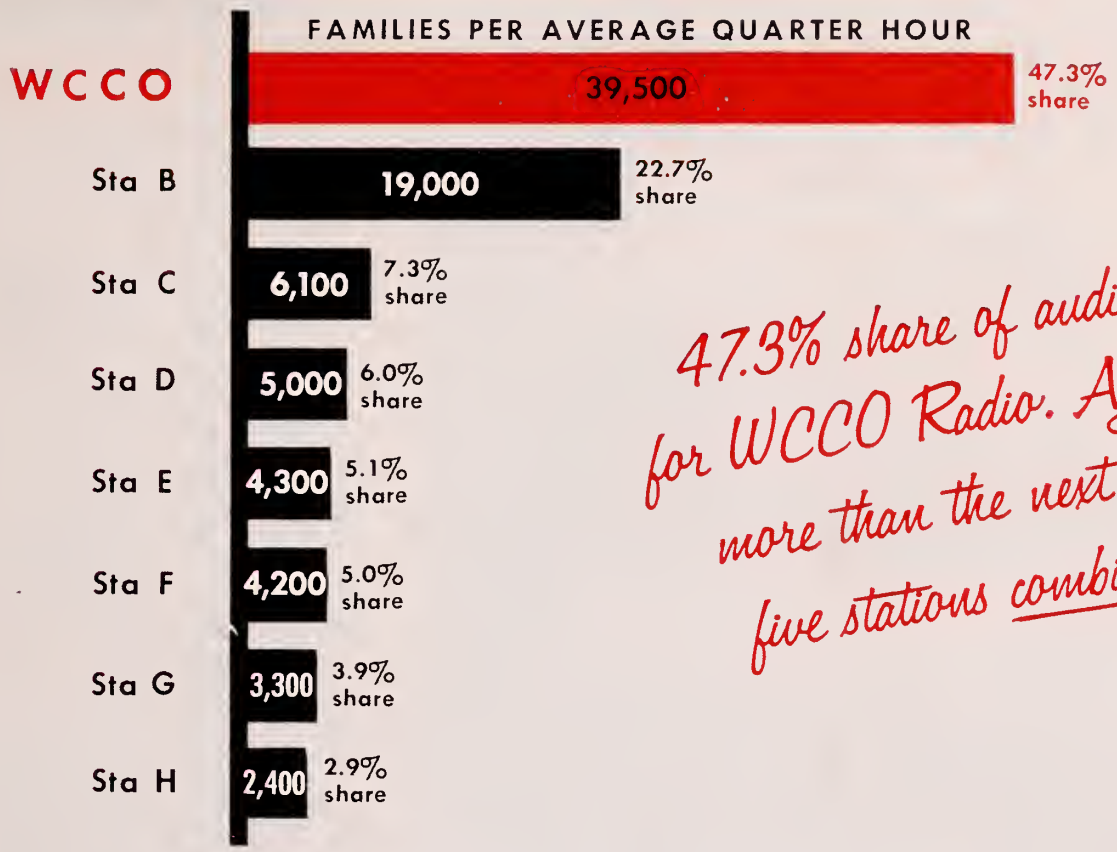
WCCO RADIO'S DAYTIME DOMINANCE



52,200 families per quarter-hour for WCCO Radio. More than the next five stations combined!

NSI, NOV—DEC, 1957—STATION TOTAL, 6 AM—6 PM, MON—FRI

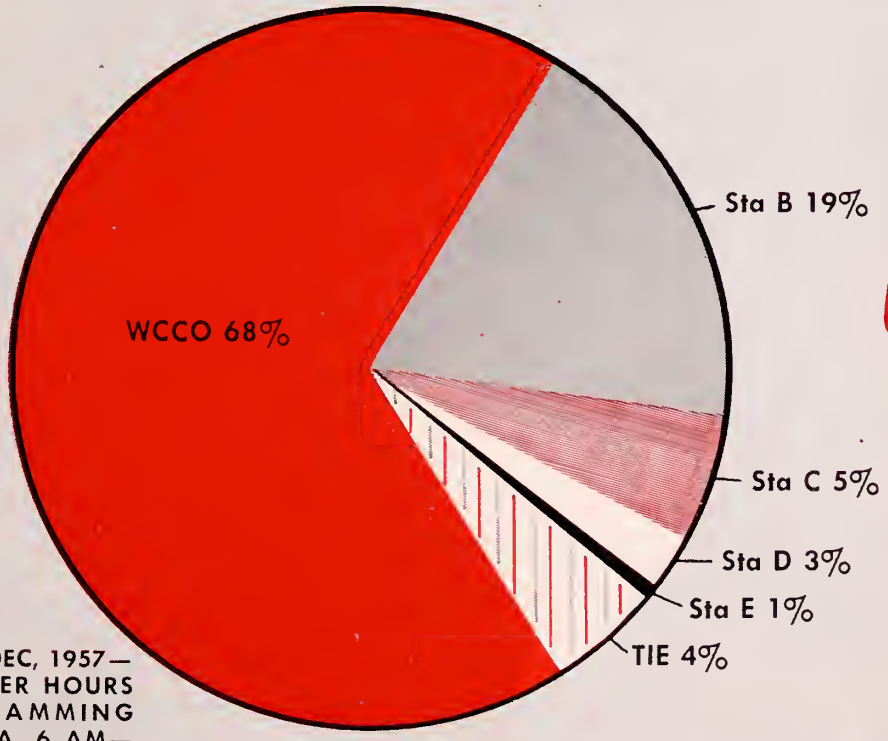
WCCO RADIO'S OVERWHELMING SHARE OF AUDIENCE



NSI, NOV—DEC, 1957, STATION TOTAL, 6 AM—MIDNIGHT, 7 DAYS

47.3% share of audience for WCCO Radio. Again, more than the next five stations combined!

METRO AREA QUARTER HOUR WINS



NSI, NOV—DEC, 1957—504 QUARTER HOURS OF PROGRAMMING METRO AREA, 6 AM—MIDNIGHT, 7 DAYS

WCCO Radio wins 2 1/4 times more quarter-hours than all other stations combined!

WCCO Radio

Minneapolis-St. Paul
The Northwest's 50,000-Watt Giant
Represented by CBS Radio Spot Sales

It's not listed as a highway—but our advertisers will tell you 1150 is your best road to selling in Akron.

Car registrations in Summit County (our home base) are the second highest in the U.S. That's more than a market index. It's another reason for selling on CUE.

For with CUE, you can reach prospects whether they're in the kitchen—or in the car, on the way to the lake . . . on the way to work (Akron is a 4-shift market) or shop.

We can help you sell them. We deliver big audiences at low costs—11.7% more listeners per dollar in The Greater Akron Metropolitan Area than the next station . . . follow through with merchandising that scores on cash register tapes.

The whole story is on film. A note to us or Avery-Knodel will bring you the film or our new Akron Market Data Book.

WCUE
AKRON, OHIO

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R.I.
WICE

LETTERS TO

'Happy Hunting'

Just a short note to offer my congratulations on your excellent report on nighttime radio in the March issue. In all honesty, however, I read it with mixed feelings. On the one hand I was delighted with the figures which back up our own judgment — and on the other I was unhappy that you have probably exposed a "happy hunting ground" of ours for the past few years.

Joe Gans
Vice President
Maxwell Sackheim & Co. Inc.
New York

Rambler

Your American Motors feature in the March issue is a fine job, and beautifully presented. Even allowing for a certain degree of partiality on our part, we think it will draw a top "most read" rating. Congratulations to you for such a comprehensive and able handling of the subject.

Virginia Grimes
Director of Public Relations
Geyer Advertising Inc.

Research Report

The (NAB) committee report (See *Hometown, U.S.A.*, March 1958) points out that there is a dearth of excellent, experimental evidence on many important radio problems. It further points the way to experimental studies which might be valuable in yielding our much-needed information.

E. K. Hartenbower
General Manager
KCMO Kansas City, Mo.

Budweiser

We think you captured the spirit of our use of radio in a remarkable way. . . .

R. E. Krings
Advertising Manager
Anheuser-Busch Inc.
St. Louis, Mo.

THE EDITOR

A word of congratulations on your February issue, containing the story on Budweiser spot radio plans. It is an excellent job.

H. R. Thies
Account Coordinator
D'Arcy Advertising Co.
St. Louis, Mo.

Car Radio

I have read with interest your article titled *Car Radio* in the February issue. We are interested in obtaining additional copies of this particular article.

Arthur L. Robertson
General Manager
KFML Denver, Colo.

Robert Hall

Please advise by return mail if we can get 50 reprints of *Robert Hall Reaches the Man on Wheels.*

Raymond Cadell
Vice President & General Manager
WHSC Hartsville, S. C.

Banking

Congratulations on your publication! I found many very fine articles in your February issue. I would appreciate the opportunity of receiving reprints of your *Banking on Radio* article. . . . Keep up the excellent work!

Richard Schueler
Sales Manager
WIOU Kokomo, Ind.

The story about radio advertising for banks was outstanding.

Eugene A. Mailloux
Sales Manager
WWON Woonsocket, R. I.

I have just finished reading a most interesting and informative article, *Banking on Radio.* We have quite a few local banking accounts on our station, and I would like them to have a copy of this article.

Lee Morris
Commercial Manager
WSB Atlanta, Ga.

1ST

• to consider

• in HOUSTON

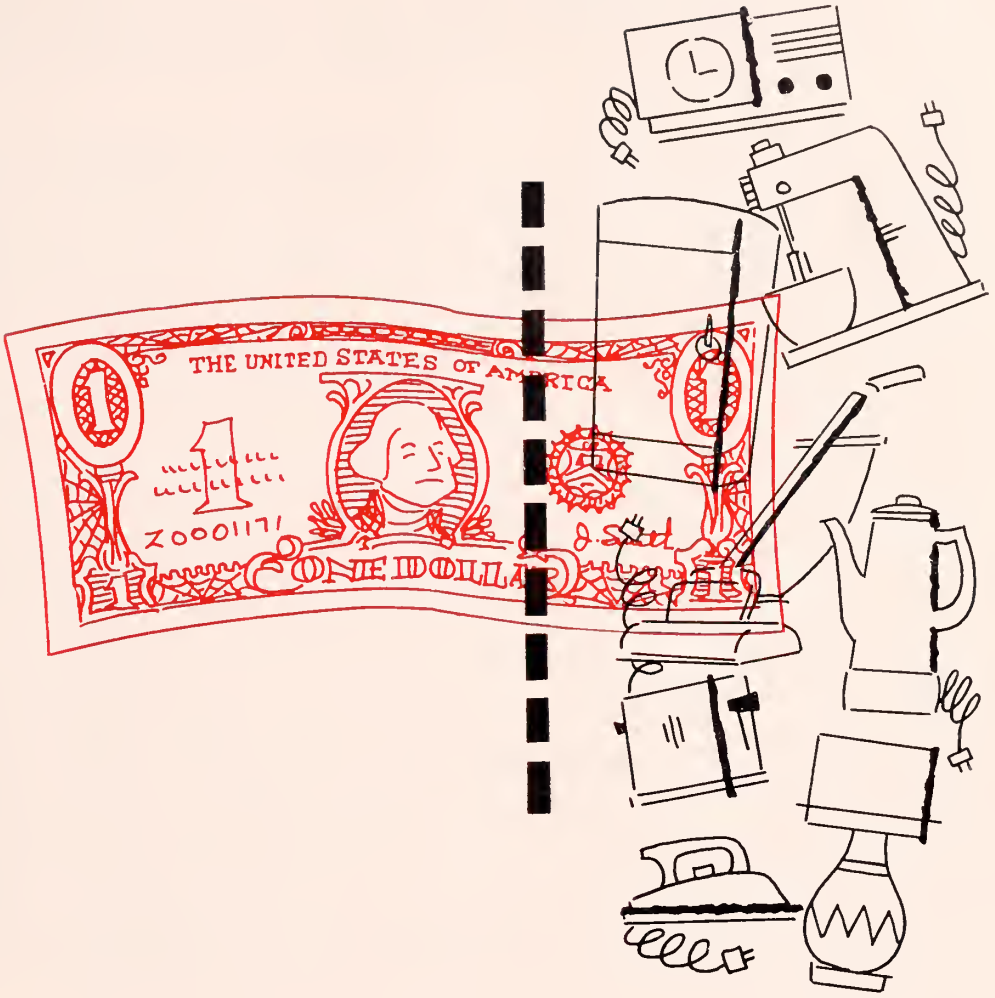
the new • KTHT

• 5000 watts 790 kc

now represented by

• ADAM YOUNG INC.

New York · Chicago · St. Louis · Atlanta · Los Angeles · San Francisco



Radio Grows in Co-op Use

In 1958, radio co-op is expected to account for an estimated $140 million of the medium's total billings

Co-op advertising on radio is growing in importance and expenditure as a sales tool of manufacturers.

It is estimated that radio co-op accounts for a minimum of 20 percent of the medium's total billings. With this as a guide, radio's share of co-op money should reach an estimated $140 million in 1958, up from $128 million in 1957.

Because of the varied nature of co-op plans, a clear-as-crystal definition is not easy to devise. It means, simply, that under specified conditions the manufacturer helps pay the cost of local advertising for his dealer or distributor. Or stated another way it is a means by which a manufacturer can get brand recognition tie-in at the point-of-sale.

Usually the total the manufacturer contributes is based on a percentage of the dollar volume of business he does with his local man. Up

to that point he will share these advertising costs, sometimes on a 50-50 basis, until the fund is exhausted. He also exerts a varying amount of control of copy, time the advertising is placed and often in what medium. The manufacturer also supplies materials and scripts.

Among the chief reasons for the growing use of radio co-op have been:

- Retailers like it because it is less costly.
- There is a growing use of co-op in general.
- There is a growing use of radio advertising.
- Stations are pursuing this business with greater vigor than ever before.

Today, the appliance industry is the biggest user of radio co-op, followed strongly by grocery products and paint and hardware. The apparel industry is the fastest-growing category of radio co-op users.

As noted, one of the important reasons for the increasing use of radio co-op is the fact that it is inexpensive. As a consequence, small retailers, with relatively small co-op budgets, will use more radio. This point is illustrated in a survey reported by Lester Krugman, a former advertising director of Bulova Watch Co., New York, who publishes a monthly newsletter called *Cooperative Advertising*. The report showed that of 2,000 stores surveyed in 1957, 70 percent used radio and 53 percent used tv.

The growing importance of co-op to advertisers—and in some cases the growing reliance on radio—is illustrated in a case study in Mr. Krugman's February issue.

The State Farm Insurance Co., Bloomington, Ill., began a limited co-op program in 1951. During the first year, the company's total co-op expenditure came to $50,000. Only newspapers were permitted in the co-op program for the first two years.

By 1958 all this has changed. Total co-op expenditure this year is expected to reach an estimated $2,394,000, about 50 times the original outlay. As for media, beginning in 1953 State Farm allowed for the following: Radio, television, outdoor posters, movie trailers and highway signs. Today, radio ranks second, behind newspapers, in co-op expenditures by the company. In 1956, State Farm's outlay for radio was $167,640, which should be considerably higher this year.

Individual companies set their own terms with their dealers and distributors, and the variety of terms and conditions is almost as great as the number of manufacturers that use co-op. It is estimated that at least 1,000 major national and regional companies make money available for radio co-op. The important thing is that co-op amounts to one of the major forces guiding placement of local advertising and radio people are getting a more important proportionate share of the money. For, in addition to the firms that provide financial assistance, there is an equal number that provide materials and guidance alone.

There are several reasons for the increasing use of co-op on radio. Jack Hardesty, vice president of Radio Advertising Bureau, states, "One of the reasons is that more manufacturers are using co-op than ever before, with radio naturally coming in for a bigger cut. A second factor is that more advertisers are using radio than ever before."

Almost as important as the two combined is radio's awakening interest in co-op from the largest to the smallest station. Co-op, of course, has always represented a substantial source of revenue for newspapers. And radio people, armed with local success stories, are pursuing this avenue of income with greater vigor in order to get their share.

RAB is leading the industry drive to get co-op business with a continuing campaign directed at both manufacturers and member stations. For the former, RAB solicits the manufacturers for consideration of radio in his co-op plans; for the latter, the bureau has an educational program for member stations on what they can do to get a bigger chunk of this business.

Three Phases

RAB's program to get manufacturers to use radio co-op falls into three phases. It attempts to sell him on the value of the medium first. Then it proceeds to convince him of the merits of local radio. Finally, it asks the manufacturers to put radio in their co-op plans, in cases where the medium has been excluded or overlooked. RAB points out that this would give the dealer, who knows the local scene best, complete free choice in placing his co-op campaigns.

The newest device in RAB's work with its members is a loose-leaf booklet that gives details of the co-op plans of important advertisers. Several hundred such plans already have been provided.

The obstacles involved in greater use of radio co-op are chiefly two-fold. In the first place there is proof of performance. Manufacturers are accustomed to receiving newspaper tearsheets as evidence of the co-op campaign. This is something, of course, which radio cannot provide. What radio has done to overcome this is to send an affidavit of per-

RADIO CO-OP USERS

The following is a list of product groups which use radio in their co-op plans. They are listed according to their co-op expenditures for radio.

1. *Appliances.*
2. *Grocery products.*
3. *Paint, hardware, building supplies.*
4. *Drugs and toiletries.*
5. *Automotive (accessories and gas-and-oil).*
6. *Apparel and soft goods.*
7. *Home furnishings.*
8. *Soft drinks.*
9. *Insurance.*
10. *Farm products and equipment.*

Typical Radio Co-op Plans

APPLIANCE:

Allowance—Manufacturer 25 percent; distributor 25 percent; dealer 50 percent. Limited to 10 percent of net annual purchases.

Type radio—Dealer must get distributor approval. Company reserves right to approve recommendation; furnishes continuity for live announcements without cost. transcriptions available.

Billing—Dealer submits receipted station invoices, copies of scripts and affidavits of performance to distributor within 30 days after date of broadcast.

DRUGS & TOILETRIES:

Allowance—Soap manufacturer offers dealer advertising allowance based on purchases. Facial size, 28 cents per 144 cakes; bath size, 28 cents per 100 cakes; special deal packs (penny sales earn 21 cents per case).

Type radio—Announcements.

Billing—Payment shall be made by manufacturer upon receipt of an invoice from dealer and upon receipt of proof of performance (certified radio script).

AUTOMOTIVE (Oil and Gas):

Allowance—Manufacturer 50 percent; distributor 50 percent. Based on one-fifth of a cent per gallon for branded gasoline sold to distributor during previous calendar year.

Type radio—Announcements and programs selected locally by distributor. Company furnishes suggested copy covering various products and services in 25, 50 and 100-word lengths.

Billing—Distributor pays total bill, submits invoices and affidavits of performance within 30 days after end of month in which advertising was run.

formance that includes such things as the number of announcements broadcast and a copy of the commercial.

The second obstacle is double billing, where the station will bill the dealer at a certain rate, with the dealer in turn billing the manufacturer at a higher rate. Most media have come in for criticism along these lines, with media associations outspokenly frowning on the practice.

Extensive use of co-op advertising has not always been advocated by some advertising agencies. The feeling here is that money directed at co-op cuts back on the commission of an agency.

Those who favor co-op say that money directed at co-op is a special type of "local push" expenditure that a manufacturer feels compelled to provide. An RAB executive declares, "If the manufacturer didn't spend this money in co-op, he wouldn't spend it."

Because of the involved nature of co-op plans, the federal government keeps its eye on this type of ad outlay. The government's role is played through the Robinson-Patman Act, which the Federal Trade Commission enforces. This law requires manufacturers to give all dealers equal opportunity to share in co-op funds, but the great variety of dealers and plans would indicate that it isn't the easiest thing in the world to enforce.

Use of co-op advertising in general has several important values for the medium as well as the manufacturer and dealer. It converts many dealers into regular advertisers. Armed with the co-op argument that the manufacturer is footing part of the cost, time salesmen often find it an aid in enrolling new names in the list of radio advertisers. Often, they continue as regular radio users after the co-op funds run out.

Co-op advertising helps the manufacturer because it provides local impact for his national campaigns. It stimulates his dealers to put more local promotion behind the product he sells. And it frequently enables him to tailor his local-rate advertising to the tastes and needs of a particular region.

The use of co-op entails many extra problems, too. It involves a great deal of bookkeeping. The station first has to bill the dealer for the time. The dealer pays the bill, then provides the manufacturer with receipted station invoices, copies of scripts (in most cases) and the proofs of performance.

An example of the many forms radio co-op can take is a network plan employed by NBC. It is called "salesvertising" and attempts to get local distributor tie-in support for a network advertiser.

Of course, the use of local tie-ins on a network buy is in itself not new. But NBC declares that this is one of the first attempts to put this together in a package.

Here's how it works:

A new advertiser on the network, Mark IV of Dallas, Tex., which manufactures auto air conditioners, has purchased weather forecasts on *Monitor*, to be performed by "Miss Monitor" 8 or 10 times each weekend. The campaign will run from May through the summer.

(Cont'd on p. 54)

Department Stores: Radio's Reluctant Giant

When given adequate trial radio proves its worth to these retail advertisers

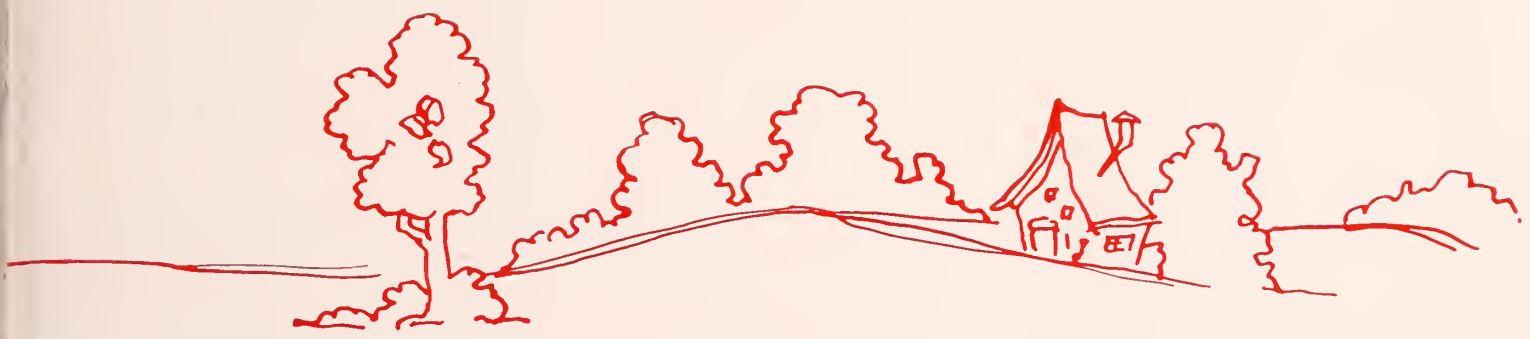
A department store advertising director in Albuquerque, N.M., is so set against radio that he tears up the calling cards of radio men. And the advertising manager of a Louisville, Ky., department store, although sold on radio, is consistently overruled by the president.

Why is there such antipathy to radio by department stores, and what are radio stations doing about it? That question was asked by U. S. RADIO in its survey of radio use by almost 500 department stores and quasi-department stores.

And significantly enough, the study reveals that where radio has been given an adequate trial, department stores of all sizes report successful results.

The basic problem, however, as expressed by Ben Strouse, president of WWDC Washington, D. C., is that "the advertising manager is, by experience and training, a print man. His preference, based on historical use, plus his like of visual cuts, plus innnate conservatism, makes him basically a newspaper advertiser."

Other problems facing the radio salesman revolve around this same



newspaper tradition. They include the following:

- Chain store headquarters, which often dictate policy to local managers, have the newspaper habit.
- Lack of experience by advertising managers in using radio leads to weak copy, sporadic schedules and an accompanying over-estimation of results.
- Buyers, who virtually control their individual department budgets, rely by tradition on newspapers.
- A lopsided co-op money picture favors newspapers for department store advertising.
- Advertising agencies lack experience in radio for the department store.

An all-out fight on the anti-radio bugaboo was initiated three years ago by RAB, which has spent almost $50,000 making presentations to department store people.

"We find that we can convince the top echelons of the worth of radio," says Kevin B. Sweeney, president of RAB, "but then there is no one at the store who has the experience in the medium to follow through."

Mr. Sweeney suggests that the ideal radio campaign for the department store would concentrate up to 30 or 40 announcements on an individual item. In areas where RAB has tested this plan it has been successful.

And success has been the general rule wherever radio has been given the chance to do a complete job. "Our success with the Boston Store over WOKY Milwaukee, dating back 10 years," reveals Gerald A. Bartell, president of the Bartell Group, "is based upon a high level arrangement to include a radio department within the advertising office.

"The story of the Boston Store's radio success — long documented — began in spite of great protest by certain of the store's buyers. It has become a permanent fixture of the Boston Store's advertising exposure based upon continuous results."

But most store officials have not been as amenable to the radio story. As W. F. McCormick, station manager of KDIO Ortonville, Minn., laments, "If they would listen to a pitch—if they would use saturation just once—they would be back for every major promotion."

Because of the refusal of the two biggest stores in Atlanta, Ga., to attempt a continuous radio campaign, reports Lee Morris, WSB sales manager, "they never have had any measurement of radio's pulling power."

Peter R. Odens, associate manager of KICO Calexico, Cal., adds that department stores in that area are "unwilling to give radio a fair chance" because "they refuse to spend a sufficient amount in radio. They expect a tiny amount to bring in millions."

And the whole problem stems from the fact that "most department store advertising men," in the words of Charles L. Murn, station manager of WOKO Albany, N.Y., "are too used to the paste-pot."

How, then, does the radio salesman get him away from the paste-pot? Many station people agree with Christian Schneider, general manager of WCUB Manitowoc, Wis., who feels that the problem is solved by "convincing the advertiser that newspaper *combined* with radio is far more effective than either medium alone.

"Too many stations," states Mr. Schneider, "try to convince the advertiser that the newspaper is worthless for his advertising when for years he has had at least fair results.

We have had excellent results by showing the advertiser that the two media, in combination, are unbeatable."

Howard B. Hayes, general manager of WPIK Alexandria, Va., concurs in the theory that stations should "convince department stores that radio can be integrated with newspaper schedules.

"We have found," he adds, "that pitching them on the idea of plugging individual and special items is the best way of using radio, and provides means for checking results."

Radio salesmen, besides stressing results, are finding success when they point up the values that only radio can provide. "Store managers and advertising directors like to play around with their layouts," notes Jack Roberts, manager of KHUZ Borger, Tex.

"We must give these people something in radio they can stand back and admire," he declares. "Perhaps musical jingles to fit their own stores."

In the same vein, Danny Shaver, president of WAGR Lumberton, N. C., advises stations to "create ideas and sounds that will be identified with the store as well as sell the merchandise."

That radio does pay off—for the advertiser as well as the station—is indicated by the department stores that have given the medium a chance.

For example, in the fall of 1954, Woodward & Lothrop, Washington, D.C., went into radio on a large-scale test basis in order to reach 1) people who missed the newspaper advertising and 2) new customers for its new branch stores going up in the suburbs.

The store now spends between $1,500 and $1,600 a week, sponsoring 110 announcements and three and one-half hours of program time a week over WRC, WTOP and WWDC Washington, D.C.; WGAY Silver Spring, Md., and WPIK Alexandria, Va.

"The more we learn about our new department store market," asserts George Titus, advertising director of Woodward & Lothrop, "the more obvious it becomes that radio provides many unique opportunities to reach this market. We are convinced that radio produces tangible results, selling many customers who are unattainable through other media."

Bigelow's Department Store in Jamestown, N.Y., is another example of the steady use of radio paying off. The store has been a 52-week-a-year advertiser for 21 years.

"Our key to successful advertising on radio," says Fred E. Bigelow, president, "is consistency. We have found that radio sells merchandise."

Linn & Scruggs, Decatur, Ill., has found out, too. "Radio brings definite results," declares the store's president, J. R. Holt. "We have seen item after item completely sold out as a result of just a few announcements."

The testimonials to radio continue: from Rothschild Bros., of Ithaca, N.Y.; Gallant-Belk of Athens, Ga.; McAlpins of Cincinnati, O.; The Globe Store of Scranton, Pa.; John Wanamaker of New York; Pomeroy's of Harrisburg, Pa.; Cain-Sloan of Nashville, Tenn.; Gable's of Altoona, Pa.; The Higbee Co. of Cleveland, O.; Sears-Roebuck of Hickory, N.C.; L. M. Blumstein of New York; Schuneman's of St. Paul, Minn., among many others.

These are the stores that have been sold on radio and have given the sound medium a chance to prove itself. But what of the hard core advertising directors who refuse to try radio? As Jack Reavley, general manager of KAPA Raymond, Wash., declares, "It's just a matter of 'keep plugging.'"

Milton Maltz, managing director of WPLY Plymouth, Wis., tells U. S. RADIO about his station's "plugging" that finally sold radio to H. C. Prange, an old established department store with outlets in Sheboygan, Green Bay, Appleton and Sturgeon Bay:

"Our first presentations were dismissed with the acknowledgement of radio as a medium, but one that as yet had no place for a 'solid, reputable firm.' Repeated presentations were made until the barrier was at last broken with an audition jingle, which proved too much to resist.

"The business volume of the first department to be given a radio test, even in the face of a new outlying shopping center and tighter money, increased beyond their highest expectations.

"The most interesting point is that their budget was not increased to accommodate radio. The use of print was lessened to make way for radio dollars.

"We now have a contract for a minimum of 3,500 spots for 1958, and the store is using radio in all of its markets. We had no problems at all once we were given an opportunity to make several tests on specific items and sales.

"The results sold radio." • • •

Among the department store radio successes that Radio Advertising Bureau has documented are: Bigelow's, Jamestown, N. Y., and Rothschild's, Ithaca, N. Y.

Department Store Radio Users

Following is a listing of the almost 500 department stores and quasi-department stores, included in the U. S. RADIO mail sampling, which use radio:

ALABAMA

WAVU Albertville: Dobson's, C & H Co., Hammer's, Fair Store, J. H. Wood Store. WAPI Birmingham: Loveman's, Sears-Roebuck, Pizitz, Burger-Phillips. WPBB Jackson: Bedsole-Fendley, Glover's, Lee's, McMillan's, Gordon's. WKRC Mobile: Sears-Roebuck, Harry's. WCOV Montgomery: Fair, Belk-Hudson, Loveman's, Sears-Roebuck. WWWR Russellville: Clark's, Watson's, P. N. Hirsch Co., Fred King's. WJDB Thomasville: Bedsole-Fendley.

ARKANSAS

KGRH Fayetteville: Campbell-Bell, Hunt's, J. C. Penney, Montgomery Ward. KNBY Newport: J. C. Penney, Van Atkins, Busy, Leader, Famous, Bargain Center, Salenfriends .

CALIFORNIA

KUBA Yuba City: Bradley's. KRKD Los Angeles: May Co. KYOS Merced: J. C. Penney, Montgomery Ward. KXLA Pasadena: May Co., Bullock's, Charleston. KWOW Pomona: Fedway, Orange Belt. KXOA Sacramento Hale's, McDonald's. KVCV Redding: C. M. Dicker, J. C. Penney. KATY San Luis Obispo: Riley's. KSRO Santa Rosa: Rosenberg's, Rosenberg & Bush, Carson's. KSTN Stockton: Smith & Lang, Sears-Roebuck, Dunlap's.

COLORADO

KRDO Colorado Springs: Kaufman's, Fashion Bar, Perkins-Shearer, Daniels & Fisher, Sears-Roebuck, Montgomery Ward. KDEN Denver: May Co. KLIR Denver: May Co., Sears-Roebuck, Howell's. KGMC Englewood: Joslin's, Howell's, A. G. Eaker, J. C. Penney, Hested, Coleson's. KUBC Montrose: Gordon's, J. C. Penney, Holland's. KCRT Trinidad: Jamieson's, H. Moses & Son, J. C. Penney.

CONNECTICUT

WTIC Hartford: G. Fox, Sage-Allen, Brown-Thompson. WHAY New Britain: G. Fox.

DISTRICT OF COLUMBIA

WWDC: Woodward & Lothrop, Hechts, Kann's, Lansburgh's, Sears-Roebuck.

FLORIDA

WKWF Key West: Burding's (Miami), Sears-Roebuck. WPRY Perry: The Emporium, Olen's, Freidman's, Eagle's. WSBB New Smyrna Beach: Thornton's, Hobb's. WJNO West Palm Beach: Belk's, King's, J. C. Penney.

GEORGIA

WGST Atlanta: Rich's, Davison's. WSB Atlanta: Rich's, Davison's. WLAG LaGrange: Belk-Gallant, Mansour's, J. C. Penney. WSAV Savannah: Sears-Roebuck, Levey's, J. C. Penney, Adler's.

IDAHO

KRPL Moscow: David's, Creighton's, Tri-State, Empire.

ILLINOIS

WTAQ LaGrange: Montgomery Ward, Carson's, Goldblatt's. WINI Murphysboro: Montgomery Ward. WPEO Peoria: Block & Kuhl, Bergner's, Montgomery Ward, Sears-Roebuck. WRRR Rockford: Block & Kuhl, Weise's, Rockford Dry Goods, Owen's, Sears-Roebuck, Montgomery Ward.

INDIANA

WANE Fort Wayne: Wolf & Dessauer, Frank's, Sears-Roebuck, J. C. Penney, WIBC Indianapolis: H. P. Wasson, Block's, Ayres'. WJCD Seymour: J. C. Penney.

IOWA

KWBG Boone: Graham's, Spurgeon's, Rukenberg's. KDTH Dubuque: Stampfer's, Roshek's, Edward's, Montgomery Ward, Sears-Roebuck. KMNS Sioux City: Montgomery Ward, Sears-Roebuck.

KANSAS

KJCK Junction City: J. C. Penney, Lytler's, Coler's. KSCB Liberal: Anthony's, McDonald's, Dobson's, Wood's, J. C. Penney. KSEK Pittsburg: Jones'.

KENTUCKY

WSTL Eminence: Lerman Bros., Lincoln's, Lawson's. KWYW Louisville: Stewart's. WEKY Richmond: Lerman Bros., Elder's, Wayman's, J. C. Penney.

LOUISIANA

WJBO Baton Rouge: Rosenfield's, Goudchaux's. WIKC Bogalusa: Rosenblum's, Berenson's, Marx', J. C. Penney. KSLO Opelousas: Abdalla's, Heymann's, Handelman's, American, West Bros., Ardoin's. KTIB Thibodaux: Bradd's, Bloch's, Jake's, Handleman's. KVCL Winnifield: Carpenter's, Winn Dry Goods, Shaw's, Milam's, Hearne's.

MAINE

WKTQ S. Paris: Carne's, Newberry's, Lambert's.

MARYLAND

WBAL Baltimore: May Co., Stewart's, Hecht's. WTTR Westminster: Coffman Fisher, T. W. Mather, J. C. Penney.

MASSACHUSETTS

WCCM Lawrence: Sutherland's. WHYN Springfield: Clark's. WJDA Quincy: Sheridan's, Raymond's, Filene's, Jordan Marsh, Sears-Roebuck. WORC Worcester: Sherer's, White's, Jordan Marsh.

MICHIGAN

WFYC Alma: Gittleman's, Bennett's, Elmore's. WJMS Ironwood: Paul's, O'Donnell-Seamans, S & L, J. C. Penney. WSOO Sault Ste. Marie: Burns', Montgomery Ward.

MINNESOTA

KBUN Bemidji: O'Meara's, S & L, Sears-Roebuck, J. C. Penney. KYSM Mankato: Brett's, Salet's, S & L. KDIO Ortonville: Habicht's, Moberg's, J. C. Penney.

MISSISSIPPI

WMOX Meridian: Marks-Rothenberg, Alex Loeb. WROB West Point: McGaughy's, Carty's, Belk-Hudson.

MISSOURI

KFAL Fulton: Montgomery Bell, Blattner's, Hirsch's, J. C. Penney, Montgomery Ward. KCMO Kansas City: Jones', Macy's, Sears-Roebuck. KMMO Marshall: Missouri Valley Store. KTTR Rolla: Bishop's, Dillon's, Darr's, Carp's.

MONTANA

KOPR Butte: Burr's, Hennesay's. KXGN Glendive: Anderson's, Federated, J. C. Penney. KIYI Shelby: Buttrey's, Anthony's, J. C. Penney.

NEBRASKA

KLIN Lincoln: Gold's, Miller & Paine, Sears-Roebuck, J. C. Penney. KAWL York: McDonald's, J. C. Penney.

NEVADA

KORK Las Vegas: Ronzone's, Richardson's, Sears-Roebuck, Schwartz Bros., K & K, Franklin's, Allen & Hanson.

NEW HAMPSHIRE

WLNH Laconia: O'Shea's, Lougee's.

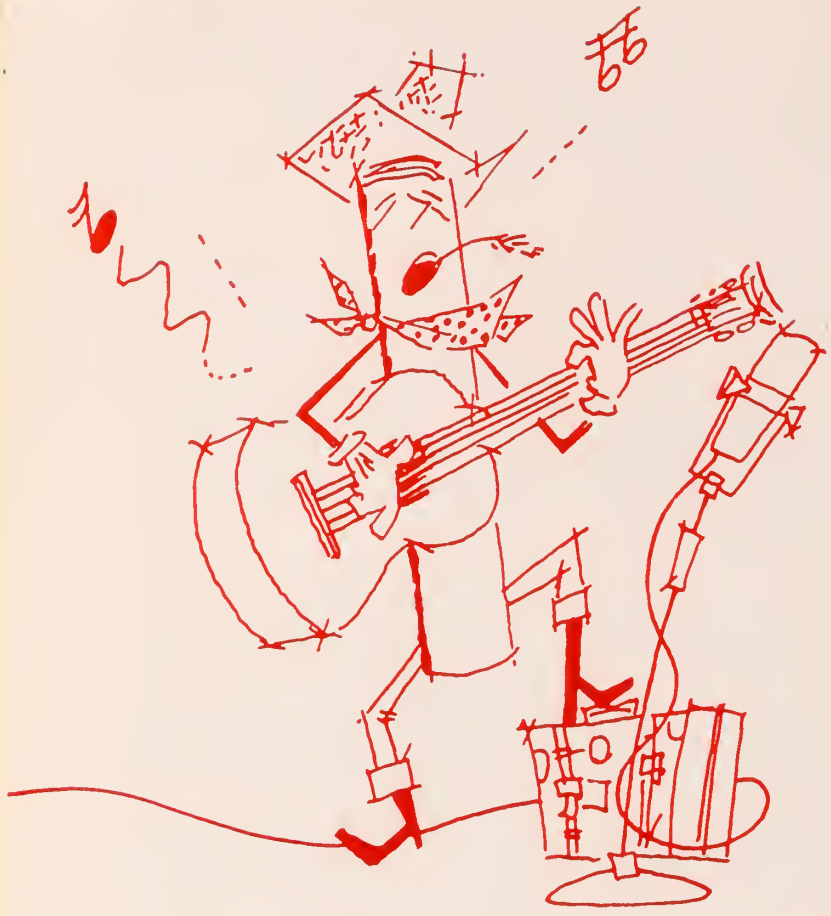
NEW JERSEY

WFPG Atlantic City: M. E. Blatt.

NEW YORK

WOKO Albany: Meyers'. WDOE Dunkirk: Sidney's. WABC New York: Macy's, Gimbel's, Wanamaker's, Abraham & Straus. WOV New York: Blumstein's, Montgomery Ward. WDLC Port Jervis: J. C. Penney.

(For further listings see p. 55)



How Radio and Country

Music show team monitoring performance from control room at Chicago Civic Opera House, includes (left to right) Jack Naylor of N.W. Ayer, producer; Roddy Rogers, account executive; Jim Denny, show's packager; engineer, and John R. Latham, Philip Morris brand manager.

Radio Gets 20 Percent of Budget

As Spot Radio Promotes

Touring Network Music Show

Music Sell

Philip Morris has stepped out of thousands of store windows all over America and taken to the open road. Its country *Music Show* has played its way across the country now for 15 months, and with it the cigarette has new friends, new sales, and a new approach to radio.

The cigarette firm is employing a unique approach to radio by combining spot radio in support of a weekly network show. Philip Morris uses the sound medium for two reasons: to advertise its product and to billboard the traveling show.

The company is putting more than 20 percent of its total advertising budget into radio. This is slightly more than in 1957, the year that marked Philip Morris' return to the sound medium after virtually abandoning it. It is estimated that the company has been spending at the rate of $17 million a year for overall advertising.

The free show was originally a promotion for all of the Philip Morris Inc. brands (Marlboro, Parliament, Benson & Hedges, Spud), but since October 1957 it has been the exclusive property of Philip Morris cigarettes. Indicating its faith in "the great potential in a unique employment of network radio," the company has transferred the program from an original regional south-south central hookup to the entire CBS network.

Vital Medium

"Radio is vital," declares Joseph F. Cullman III, president of Philip Morris Inc., "in building the phenomenal crowds that attend our touring show." The show plays six nights a week in auditoriums and arenas, with the best performance taped for the Sunday night network broadcast.

"Imaginative use of the medium has revealed to us exciting new discoveries," comments Mr. Cullman. "We've re-discovered radio — both spot and network programming."

The "exciting new discoveries" include the unimagined scope of country music and the flexibility and coverage of radio today. The development of the show is explained by Newt Cunningham, Philip Morris account executive at N. W. Ayer & Son Inc., New York:

"Although we started with a regional network, we found that interest in this type of music was not confined to any geographical area of the country. The tour proved this to us —and it has become a national show in the truest sense."

It would be easier to list the states that the show has not visited than to run down the itinerary. With big country music names like Carl Smith, Goldie Hill, Biff Collie, Red Sovine, Ronnie Self, and many others, the show has attracted record crowds and record good-will for its sponsor.

"There's nothing hill-billy about it," Mr. Cunningham stresses. "It's good old-fashioned country music, and we have found that there's a taste for it from Maine to Arizona.

"The fan mail is great—the character of it as well as the quantity. Country music fans are extremely loyal."

It is this loyalty that Philip Morris hopes will eventually pay off in cigarette sales. Ratings-wise, the show has caught on all over the nation. Nielsen gives it a 23 percent

philip morris

share of audience, which makes it one of the top-rated network radio shows today. And a special Pulse study reveals that the 9 to 9:30 p.m. (EST) Sunday broadcast is ranked third out of 11 competitors—in New York City.

Sales Increases

"There have been noticeable increases in Philip Morris sales in the areas visited by the show," reveals John R. Latham, Philip Morris brand manager. "In addition, there have been increases in areas the show reaches only by radio."

Mr. Latham qualifies his remarks by pointing out that "it is extremely difficult to pinpoint any one advertising medium or effort in a multimedia plan as being responsible for sales results." But the facts indicate that the show has promoted sales, along with goodwill and brand recognition.

Philip Morris, whose agency, N. W. Ayer & Son, boosted its own radio budget to a 10-year high in 1957, has an audience potential of 98 percent of the nation's radio homes through 200 outlets with its weekly broadcasts. Sales increases in places like New England and Washington State, where the road show has not travelled, are directly attributed to the broadcast by several top executives of the cigarette company.

"Radio does more than sell our product," says Mr. Latham. "Radio gives terrific coverage for less cost, thereby freeing other money for other efforts.

"Obviously," he continues, "tv has been successful and has created sales impact for many advertisers, but it is a luxury medium. For example, an alternate-week buy of a half-hour tv program, even though a mediocre and low-rated one, often costs about $2.5 million.

"That figure, for most advertisers, is a sum greater than the available budget. And, in many instances, it represents a sum equal to or a disproportionate slice of the total budget. This limits you to a single medium."

Radio Needed

The company and its agency, agreeing that a consumer franchise of a high-turnover, low-price product, cannot be maintained by using only one medium, turned to radio.

"We were spending a substantial amount of money for the show, anyway, and we had to put it to work," Roddy Rogers, radio-tv account executive on Philip Morris, points out. "We had to decide how best to use it for advertising purposes. We decided on radio.

"Spot radio is the life-blood of the travelling show," says Mr. Rogers. "We buy announcements about six

Country music talent boards touring bus for one of six performances a week throughout country. Philip Morris credits show with rise in sales and popularity where the show has travelled, and in areas of the country where it is heard only on radio.

Johnny, perennial symbol of the cigarette, goes over script for one of his occasional appearances with show.

weeks ahead of our appearance in a town, using either a big country music personality or the station with the biggest local audience. Our budget for these radio spots is about three times greater than the budget for newspaper ads.

"We have found, Mr. Rogers adds, "that the best possible way to bring people to a country music show is by radio, especially country music stations. The loyalty of these fans is unbelievable."

The ingredients in Philip Morris' successful venture into country music, according to Mr. Latham, are "a colorful, nice-looking group of people, a star attraction (Carl Smith), and our product's identification with the show."

"Identification" was the original purpose of the show, because Philip Morris had a public relations problem in the South. Originally, commercials were institutional—stressing that Philip Morris is a firm based in the South, with factories in the southern states.

"Identification is also being achieved," Mr. Latham adds, "by our touring bus." The bus, painted brightly with the Philip Morris symbol and the names of the performers, is on the road six days a week and stops each night for a show. Johnny, perennial symbol of the cigarette, makes occasional appearances with the troupe.

Since the Philip Morris brand took over the program, selling commercials have been added. They are integrated with the program, usually in the form of by-play among cast members. An announcer is never used.

"Our copy people," says Mr. Rogers, "have become pretty proficient in writing in the vernacular of the individual performers. Their commercials are scripted by format, and are hardly ever read word-for-word. Copywriter Alan Meyer and Tom Hopkins, the copy supervisor, have travelled at times with the show and know the cast."

The low-pressure messages are usually delivered by Bun Wilson, the troupe's comedian, with star Carl Smith acting as straight man. A recent example had Bun interrupting the message to protest that his cousin Jed liked Philip Morris, but not for the usual reasons.

```
Bun: Oh, Jed likes Philip
Morris fine.  But not be-
cause it's good to his
taste.  Jed says Philip
Morris is kind to his
ears.
Carl: His ears!
Bun: Yeah.  See, poor Jed
has sort of special ears.
They don't set close to
his head like most folks'
ears.  They're bigger,
too, and they kind of
flap when the wind blows.
And you see, Jed likes to
keep his cigarette behind
his ear sometimes when
he's not ready to light
it.  But his ears are
naturally quite sensi-
tive, with all this flap-
ping they do, as you can
imagine.  Well--the point
is--Jed says Philip Mor-
ris is the only cigar-
rette that doesn't irri-
tate his ears!
```

"We receive maximum sponsor identification through the name of the show, and especially through the ad-lib nature of these commercials," says Mr. Rogers. "Radio gives us complete flexibility with commercials."

Evidence that the desired identification has been established comes in the letters that the show has drawn, and in the fact that most are addressed to the sponsor, not the network.

And, with the combined promotion of spot radio, local disc jockeys and the network show, large crowds are flocking to see the show.

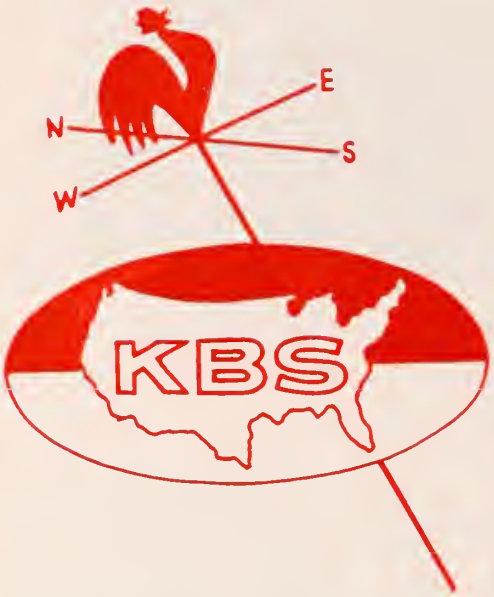
"We have broken attendance records almost everywhere," reports Mr. Latham. "In the Louisville Municipal Coliseum we drew 16,000 during Derby week—the biggest crowd ever recorded by a show, and second only to Billy Graham's appearance there."

Local disc jockeys have also cooperated with the touring troupe, interviewing the performers and, in many cases, playing some of their records. In this way, local radio has helped to build an audience for the network show as well as for the live performances.

Columbia Records has recorded a long playing album called the *Philip Morris Country Music Show* which is doing well all over the country. The album has proved a capable advance man wherever the show has appeared.

The show is much in demand for civic events and military bases. The troupe has entertained aboard an aircraft carrier at the Norfolk, Va., International Naval Review, at the Jamestown (Va.) Festival, at Fort Bragg, N. C., at Keesler Air Force Base, Miss., and at such events as the Marine Corps Reserve "Toys for Tots" show at Evansville, Ind.

Philip Morris has taken advantage of radio's economy, flexibility, coverage and audience loyalty—and has proved to itself and to the industry that "imaginative use of the medium" can lead to a resurgence of popularity and sales. • • •



KBS Seeks

Keystone affiliates provide active merchandising support, as witnessed by these aids for Carnation and Kellogg Co., among others.

There is a simple mathematical game that Keystone Broadcasting System has been playing successfully with advertisers and agencies for 18 years. You take the retail sales volume and other market facts of the small class C and D markets and then multiply by a given number of radio stations. The result amounts to an important chunk of America's total buying power.

Specifically, KBS describes the elements of its mathematical equation:

- Total retail sales in the 2,308 C and D counties covered by KBS amount to 23.8 percent of the U.S. total, or $45,728,107,000.
- Food and drug store sales in these markets come to 26 percent of the total, or $12,039,627,000.
- The number of radio stations affiliated with the KBS network now total 1,029.

In its effort to serve rural and hometown America, KBS has undergone extensive growth. The number of stations that have affiliated illustrates this growth. In 1940 when the network started, there were 66

Rural Markets

With 1,029 radio station affiliates,

Keystone's coverage stretches across

13 million radio homes in C and D counties

affiliates. The jump in stations to the present number is an increase of about 1,450 percent, KBS reports.

Of course, like most business enterprises, KBS has had days of rough going. Although started in 1940, the first national account wasn't signed until 1942. The first major hurdle, declares Sid Wolf, president of KBS, was convincing advertisers on the importance of C and D markets. "It took a few years before people realized that these areas were more than 'peanut whistles'," he comments.

Takes Over

Mr. Wolf took over KBS in November 1940, after it was first organized in January of that year by another group.

Today, Keystone continues to stress the importance of C and D markets and is getting a greater listening ear from agencies than ever before, KBS declares. It is campaigning for higher allocations in budgets for the small market.

When television came along, Keystone had a stiff battle on its hands because of the millions being poured into the new medium. And in 1949 and 1950 the network experienced some rough times. To an extent, Keystone is still fighting the battle of tv because of the visual medium's great demand on an ad budget. But surprisingly enough, it is the very nature of tv's high cost that is now proving to be a sales tool for the network.

Pointing to the strength of Keystone's basic concept, Mr. Wolf declares, "Since 1945, no less than 2,000 radio stations have gone on the air in rural areas. If these stations can prosper on local business, there's no reason why they can't perform the same service for the national account at the local point of sale."

The way Keystone functions is described by Mr. Wolf:

"KBS is a network affiliation of mainly small-town and rural markets located throughout the country. We have the same type of affiliation agreement with our stations that is made by other national networks, namely the two-year contract. We are not a wired network but a transcription network."

Keystone claims that its coverage throughout the U. S. extends to 31,144,846 radio homes, reaching a potential audience of 96,549,023 listeners. Affiliated stations are located primarily in C and D counties, although some stations are in A and B counties, where they provide some type of specialized program service (e.g., Negro programming on a Birmingham, Ala., affiliate).

C and D Coverage

Its potential coverage in the C and D counties amounts to 13,026,570 radio homes. This is 76.9 percent of total radio homes in these counties, KBS notes.

One of the significant things about Keystone's coverage is that 793 or 77.1 percent of its affiliates are in single-station markets, where ratings can be as high as 19.1, KBS declares.

It also adds that 972 or 94.6 percent of affiliates are in towns of 50,000 population or over, with the balance of affiliates covering communities whose populations are as small as 10,000.

The importance of C and D markets to Keystone as well as the advertiser is underlined by Noel Rhys, executive vice president, who states, "No less than 923 or 89.8 percent of KBS' affiliates are located exclusively in C and D markets. One of the most important developments in the history of Keystone is the growing emphasis on these counties in the current thinking of the national advertiser and his agency.

"So vital has this consideration become that we will momentarily release a map we just had run off showing the potential of the C and D areas to the national advertiser and agency."

In 1957, Keystone serviced 79 national accounts, some of whose yearly expenditures on the network ranged up to $500,000. The advertiser list includes the names of some of the biggest national accounts.

Heavy Users

At present, two of the heaviest users of Keystone are Carnation Milk Co. and the Kellogg Co. Some of the other advertisers are Chrysler Corp. (Dodge cars), Ford Motor Co. (Edsel, Lincoln-Mercury and Ford trucks and cars), General Mills (five products), Lever Bros. (Breeze and Silver Dust), Sterling Drug (seven products), Procter & Gamble Co. (Tide), R. J. Reynolds Tobacco Co. (Salem) and National Biscuit Co. (Nabisco crackers and loaf bread).

Because Keystone is a transcribed network its method of operation is a little different. In the first place, when an advertiser evinces some interest in a particular buy, Keystone asks its affiliates to submit availabilities. The advertiser sees these and then has complete choice in making his buy.

As a rule, a minimum of 50 markets must be purchased, although Keystone makes no stipulation as to what markets must be picked. In certain cases, KBS will make its facilities available for tests of new products or marketing approaches, with advertisers in these cases permitted to purchase a handful of 10 markets.

The Keystone network has no option or must-buy agreements. A station submits what it has available. The advertiser picks the time periods and local programming he likes best.

For the most part, Keystone is used to supplement other media buys, including radio or tv. But in many cases—like farm accounts—the network can be used as a basic buy.

About 90 percent of Keystone's business is in one-minute announcements that are mailed out to stations. Other business is in transcribed programs and announcements of various lengths.

Carnation, for example, has a 15-minute program that is heard across-the-board on more than 500 stations. Another company that uses special programming is Pet Milk Co. This firm employs the 30-minute *Grand Ole Opry* on more than 200 stations.

The cost to the agency and advertiser generally averages about $2.50 a minute. The price depends on the length of the campaign, frequency of announcements and number of markets and type of market selected.

Stations are compensated by Keystone at a percentage of their national rate card.

Among the sales arguments Keystone takes before the national buyer are these:

- Network rates at extremely low cost.
- Flexibility in selecting radio coverage that can be patterned to an advertiser's specific requirements.
- An effective means of establishing a valuable sales franchise beyond metropolitan markets.

KBS Responsible

- Full responsibility by Keystone for the conduct of the campaign from inception to completion.
- Individual certificates of broadcast performance provided by each station, submitted to the advertising agency on a monthly basis.
- Merchandising support at the all-important point-of-purchase.

The latter point has been one of the great strengths of Keystone. Affiliates have shown tremendous enthusiasm in lending this support. KBS believes that the reasons for this are two-fold. First, setting up point-of-sale displays gives the small-town station a certain amount of prestige. Secondly, it gives the station a chance to get closer to the retailer.

KBS NETWORK DIVISIONS

The Keystone Broadcasting System has split the 1,029 stations affiliated with it into three divisions: farm programming, Negro programming and stations located in college towns. In some cases there is overlap in offering more than one type of program.

The divisions and their stations are:

Farm division ——— 800 stations.

Negro division ——— 350 stations.

College division——— 300 stations.

Whatever the reasons, this merchandising support is one of the pillars of the KBS operation. Referring to this support, the advertising manager of a national product wrote KBS:

"In the final analysis, it is cooperation like this together with the inherent advertising impact of your medium that has so importantly influenced the strong sales gains made. . . ."

support are made for the clients and agencies."

One of the interesting features of Keystone is that a great majority of its affiliates have special programming directed to particular interests. For example, over 80 percent of its affiliates have programming directed to the local farm audience. In addition, about 350 affiliates have special programs for the Negro audience and still another 300 stations are located

of the total farms in the country.

One of the statistical tools that KBS has developed to support its "rural and hometown" story is called the "Misplaced Sales Credits." The study, Keystone states, shows that 34 percent of total wholesale sales credited to 33 metropolitan areas are actually being retailed outside these areas.

Summing up Keystone's accomplishments and outlook, Mr. Wolf

Sidney Wolf, president of KBS.

Noel Rhys, executive vice pres.

Edwin Peterson, senior vice pres.

An accounting of the KBS merchandising support is given by Ed (Pete) Peterson, senior vice president:

"Counter displays are placed at points of sale; personal contacts are made with retail outlets; promotional letters are prepared by local station operators; wholesalers and jobbers are alerted to the local campaigns in their areas; full cooperation is given to the companies' own field men; checks on merchandising

in college towns and provide programming for the college listener.

Keystone stresses the part it plays in reaching the farm audience. It claims that the KBS combined coverage reaches 4,068,138 of the nation's farms, or 85 percent of the total. In 14 leading agricultural states—each state having 150,000 farms or over—Keystone claims that it reaches 88.9 percent of the farms. The farms in these states, according to Keystone, constitute 57.1 percent

declares, "Our original plans have been realized beyond our greatest expectations. For the past six or seven years the number of our affiliates have increased at a phenomenal rate. And this has coincided with an increase in our billing." Mr. Wolf also sees greater use of programming on the KBS network, as national advertisers become increasingly aware of the loyalty of the hometown listener and the sales importance of these combined markets. • • •

New NAB radio station symbo..

Convention Plans: NAB

Medium's business outlook for 1958 will highlight radio agenda

Radio should be getting its full share of the spotlight at the NAB convention in Los Angeles, according to plans coming out of the association's headquarters in Washington.

The 36th annual meeting, which is scheduled to take place April 27 through May 1, is expected to draw close to 1,000 representatives from broadcasting, advertising and allied fields. The radio agenda will highlight the medium's business outlook in 1958.

A key part of this agenda will be a 90-minute sales presentation by RAB on Wednesday, April 30. It is called "Your Future Is Sound" and will deal with the extent to which advertisers are using radio as a primary medium.

Among other radio features of the convention will be the medium's role in national defense and the standards of good practice in broadcasting. John F. Meagher, vice president for radio at NAB, will preside over all convention radio sessions.

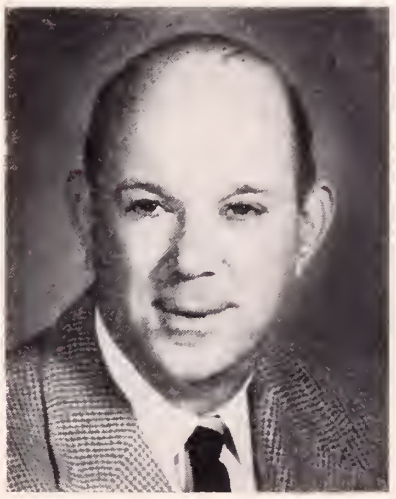
Although final plans were not complete at press time, information available from NAB bespeaks an agenda of hard-rock importance for all those interested in the sound medium. And a neat tie-in with the convention for the radio industry is the fact that the concluding day is the kick-off date for National Radio Month.

The theme for this commemoration, which will be carried to every corner of the U. S., will be "Radio Is Close to You." Mr. Meagher explains that the theme was selected to dramatize the personal role which radio plays in the lives of Americans.

Week-to-week variations of the theme are planned to maintain interest in the observance which, for the first time, will be extended from a week to a month, NAB states.

John F. Meagher, NAB radio vice pres.

Merrill Lindsay, NAB radio board chmn.



J. Frank Jarman, convention co-chmn.

Shapes Radio's Agenda

The association's kit to radio stations includes spot announcements to guarantee variety throughout the month.

There will be an fm panel session on Monday morning. Ray Green, WFLN Philadelphia, Pa., chairman of the NAB's fm radio committee, will preside.

Merrill Lindsay, WSOY Decatur, Ill., chairman of the radio board of NAB, will address broadcasters on Tuesday. He will talk about the state of radio today and plans for Radio Month. His remarks will be followed by a panel on "This Business of Radio — Inventory 1958." This will feature Matthew J. Culligan, vice president in charge of NBC Radio, and Frank M. Headley, president of Station Representatives Association, as well as F. C. Sowell, WLAC Nashville, chairman of the am radio committee.

Radio's role in national defense will be highlighted Tuesday afternoon in a session that will comprise Commissioner Robert E. Lee of the FCC and Kenneth W. Miller, U. S. supervisor of CONELRAD.

On Wednesday afternoon there will be a presentation based on NAB's new audio-visual symbols of good practice. The session is called "Good Practices are Good Business." Worth Kramer, WJR Detroit, chairman of NAB's standards of good practice committee, will preside.

The annual banquet will be held Wednesday evening and will feature an ASCAP-produced show.

In light of industry and government interest in the problems of music licensing, NAB has decided to replace a radio management session Thursday morning with a meeting for the organization of an all-industry music licensing committee composed of members and non-members of NAB.

Facilities of both the Statler and Baltimore hotels in Los Angeles will be used for the NAB conclave.

Members of the NAB convention committee, in addition to Mr. Lindsay, are: co-chairmen, J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers, KDUB-TV Lubbock, Tex.; Thomas C. Bostic, KIMA Yakima, Wash.; William C. Grove, KFBC Cheyenne, Wyo.; Robert Reynolds, KMPC Los Angeles; John Fetzer, WKZO-AM-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-AM-TV Portland, Ore.; James D. Russell, KKTV Colorado Springs, Colo., and Harold P. See, KRON-TV San Francisco.

NAB's 12th annual Broadcast Engineering Conference will be held concurrently with the convention at the Statler Hotel. • • •

U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

Looks forward to seeing you at the

NAB Convention

. . . in Los Angeles

. . . April 27 - May 1

We'll be there, of course . . . Come on up to the room, our staff sure would like to meet all of you. And if you can't make the convention, remember— RADIO will have top coverage. Be sure to see our Convention Issue (out April 27) . . . it'll be loaded with full convention data about RADIO . . . in addition to all our regular features.*

* Closing date for Convention Issue advertising space is April 14

Radio in Public Service

Westinghouse Public Service Conference brings together Don McGannon, WBC pres., and Sen. John Kennedy.

Public service programming—for many years considered nothing more than a broadcaster's FCC obligation—has been showing new lustre on the local scene. Advertisers, too, are expressing new interest in high-quality programming of this type.

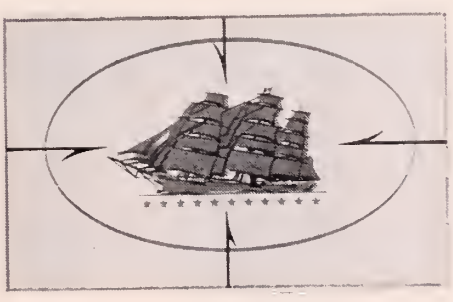
Evidence of the new enthusiasm for public service formats has been the Westinghouse Broadcasting Co.'s Baltimore Conference on Local Public Service Broadcasting.

Speaking to representatives from more than 325 radio and television stations, Donald H. McGannon, president of WBC, said, "As broadcasters we can no longer afford to give lip service to the phrase, 'public interest,' as contained within the statute under which we are all licensed. We must not look upon it as a legislative device of entrapment, but as a mandate literally passed to us by the American people through their elected representatives."

Leading agency and broadcasting executives pointed out that more public service programming need not necessarily mean red ink on the ledger sheets for the local broadcaster. A. W. Dannenbaum Jr., Westinghouse vice president, said that broadcasters are so aware of the cost-per-thousand yardstick that they and agency media people may be overlooking other important considerations, including the "effectiveness-per-thousand" gauge. Some programs have greater impact than others, Mr. Dannenbaum commented, and public service broadcasts are well up on the impact scale because they appeal to a basic human need, and involve the individual's emotions.

To support public service broadcasts and to make them pay, "the broadcaster should put as much effort into promoting and publicizing them as they do when selling commercial content," according to David Partridge, advertising and sales promotion manager for Westinghouse. Proper promotion is essential, since without it "there won't be very much service because the public won't be paying any attention to your program," John R. Hurlbut, promotion and publicity director, WFBM-AM-TV Indianapolis, Ind., pointed out.

Promotion and publicity, as well as program content, is vital to a radio news operation, according to James Snyder, news director, KDKA Pittsburgh, Pa. He said that three different "publics" must be sold on the news operation—the sponsors, the audience and the newspapers. "If people don't hear us, we want them to hear about us," Mr. Snyder said.



During the panel discussion on radio news, broadcasters argued the merits of 15-minute versus five-minute newscasts, with advocates of both formats supporting their views with station success stories. Panelists noted the trend toward more and more sponsor acceptance for news shows.

Once the news has been reported, should stations then take sides and editorialize? The decision to editorialize is up to the individual broadcaster, in the opinion of Warren Baker, general counsel for the FCC. The government watchdog is only interested, he said, in seeing that fair and equal presentation is offered the "other side" on definitely controversial issues. Mr. Baker explained the FCC position prior to a panel discussion in which John P. Crohan, vice president and station manager, WICE Providence, R. I., said that the need for editorializing is particularly important in communities where there is only one strong newspaper, or where all the papers are monopoly-owned and express the same editorial opinion.

In the award spotlight, WSB Atlanta, Ga., won WBC's Radio-Television History Award Contest for its program "Witness," a study of the Civil War. Runners-up were WBAL-TV Baltimore and KRON-TV San Francisco. • • •

focus on radio

A Quick Glance At

People, Places And Events

Around Radio-Land

OPERATION AIRWATCH HELPS motorists untie traffic snarls as this helicopter from KABC Los Angeles broadcasts up-to-the-minute traffic conditions in the greater Los Angeles area. Started as a community service, Airwatch is now fully sponsored 16 times a day.

WHEEL OF FORTUNE spins for listeners to WFIL Philadelphia, Pa., as station inaugurates "WFIL Dollar" promotion. The wheel turns up a winning serial number every hour. Mrs. Mary Muthig wins $840 while Bill Webber, WFIL personality, congratulates her. Performers Phil Sheridan (left) and Stu Wayne get set to give the wheel another whirl.

WALT AND CIRCUS clowns make merry in Tampa, Fla. Bob Walters, disc jockey, is shown here getting into the circus spirit. He was guest m.c. at the opening performance of the Ringling Brothers, Barnum and Bailey Circus.

SNOW TAKES RICHMOND as Yankee weather invades Virginia last month. WRVA turns attack into a radio victory by sponsoring contest to see who could build the biggest snowman displaying the station's call letters. David Mayers stands beside his entry, which won top prize.

WCBS NEW YORK aids education by donating recordings of hour-long roundup of the "Big News of '57" to 325 schools in the New York area. Sam Slate, general manager, presents Mayor Robert F. Wagner (center) with copy of program. With them (left) is Richard L. Stahlberger, the station's sales promotion manager.

DEEPFREEZE IN OMAHA, Neb., fails to cool its citizens' warm-hearted response to WOW's appeal for the 1958 Heart Fund drive. Protected by vintage overcoats from the sub-zero temperatures, station personalities Al Lamm (left) and Joe Martin move their shows outside studio to work for the charity.

IT'S A DOG'S life. This revelation comes to the fore at KBIG Catalina, Calif., where this "sturdy" dog gets the best of care from (left to right) Marvin Beineke, representative of Sturdy Dog Food, which sponsors an afternoon newscast; Alan Lisser, KBIG program director, and Craig Sandford, president of Sturdy.

TWO MOBILE UNITS, one inside the other, cover news for WSKN Saugerties, N. Y. Shown inside the 27-foot trailer, completely equipped for broadcasting, is the station's 770-pound German Isetta. Jeep alongside hauls the trailer and is also equipped as a broadcast unit. Admiring the set-up is John P. Lynker (left), station president, and W. Irving Rose, vice president and director of sales.

as basic as the alphabet

EGYPTIAN

Peering back through the mists of time, many scholars believe that our letter B started as the Egyptian picture-sign for courtyard or house.

PHOENICIAN

Somewhot loter, the Semitic inventars of the olphabet adapted the house-sign and let it stand for the first sound of *beth* (house).

GREEK

In the early Greek writing (*boustrephedon* or ox-turning), alternate lines read from right to left, then left to right. The result wos a mirror-image letter, *beta*.

ROMAN

Liking the orchaic Greek letter, the Romans carved it in stone in the rounded form we know and use today.

B

Historical doto by
Dr. Donold J. Lloyd, Woyne State University

The basic letters for sucecssful radio advertising in Detroit and southeastern Michigan are WWJ. This is Detroit's *original* radio station—the friendly voice that has entertained and informed most of today's adult Detroiters since their ehildhood—the welcome voice that holds a unique place in the hearts and loyalties of its listeners.

Start your radio eampaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Jim Wood, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

WWJ AM ond FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned ond operoted by **The Detroit News**

NBC Affiliate

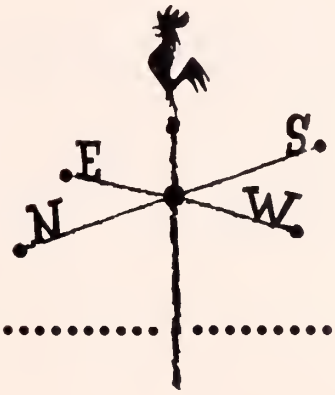
National Representatives: Peters, Griffin, Woodward, Inc.

Best radio buy to reach most Michigan consumers.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage orea.

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



Disc Jockey's Changing Role Is Viewed

Storz conference studies d.j.'s changing role in mapping programming trends

Some of the more than 2,000 persons who attended the first annual Pop Music Disc Jockey Convention, sponsored by the Storz Stations, to examine radio trends.

The disc jockey, long regarded as strictly a talent, is adding other dimensions to his character, according to a recent industry gathering. Statements made at this conclave would indicate that as more advertising dollars go to independent programming, the d.j. is beginning to take on both the role and responsibilities of the big businessman.

This new position was much in evidence at the first annual Pop Music Disc Jockey Convention, held in Kansas City, Mo., last month. Sponsored by the Storz Stations, the meeting brought together 1,110 representatives of station management and the major recording companies, as well as approximately 1,000 disc jockeys.

Major emphasis during the three-day conference was placed on the disc jockey's new status as a "professional man" and upon his interest in more flexible programming.

During many of the panel discussions and forums, verbal salvos were fired at the programming rigidity implicit in top 40 and formula operations.

Mr. Storz, in his message to the convention, outlined the changing role and new responsibilities of the disc jockey. He said: "For some time, independents, though more numerous, did not achieve importance or influence in radio's overall picture. Then came the revolution! Television entered the picture . . . Am stations, as previously conceived and operated, lost ground steadily as tv took over the living room.

New Era

"Enter here the new era of radio," Mr. Storz commented. "The first successful years were rewarding for the d.j. in his new-found glory and for the stations, too. But with more importance came more responsibility, greater competition and an increased obligation on the part of disc jockeys to listeners, advertisers and stations."

Determining how best to fulfill this three-fold responsibility constituted the main purpose of the convention, according to Bill Stewart, national program director for the Storz Stations and coordinator for the convention. "Only by bringing this great array of talent together in a free exchange of ideas and objectives can we grow as an industry."

The commercial point of view was strongly emphasized in the many opinions offered on the improvement of music formats. One of the most outspoken proponents of the need for revamped programming was Mitch Miller, Columbia recording artist.

Mr. Miller objected to "the abdication of your programming to the corner record shop; to the preshave crowd that makes up 12 percent of the country's population and zero percent of its buying power."

He pointed out that 75 percent of the population is over 14 years old and forms the majority of listeners, and that these adults "want variety, musicianship, a little bit of literacy and a bit more sophistication in their music."

Adam Young, president of Adam Young Inc., national representatives, stressed the importance of the older teenager as "tomorrow's customer," and remarked that they represent "in certain fields purchasing power and in others fields influence on their parents." Mr. Young also declared that "the good music-and-news stations have great dominance among the young housewives and are particularly dominant in the 20 to 40 age group, the group in which typical families appear to have the greatest purchasing power."

Reed Farrell, KWK St. Louis, Mo., advocated appealing to this group because "while the teenager can help to hypo ratings, results from sponsors must have equal importance.

"The Storz, McLendon, Bartell, Plough groups and other smart independents have been successful not only by being influential in record sales to teenagers, but also by being clever and original in production techniques, news coverage, station sounds and personality development. They went to the markets where there was no rock and roll and without competition captured the teenage market. Why not now go where there is nothing but teenage rock and roll programming and offer something different?" Mr. Farrell asked.

"Granddaddy" Martin Block as he appeared at Kansas City, Mo., disc jockey meeting.

In any case, Gordon McLendon, president of the McLendon stations, believes radio will be so successful in the near future that it will cut sharply into newspaper advertising budgets. Agency media people, he told the meeting, are discovering that newspaper circulation does not necessarily mean readership.

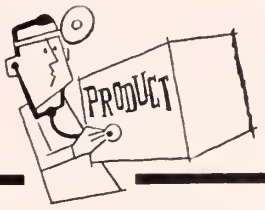
Harold Krelstein, president of the Plough stations, urged disc jockeys to "stand up and be counted" in their communities, to be consistent in their principles and not go by a day-to-day policy. Failure to do this results, he feels, in loss of community identification for both the d. j. and the station.

This "personal" quality of radio was also emphasized by John Box Jr., executive vice president of the Balaban stations. "The Balaban approach to formula programming is based upon the modern concept of radio as a personal medium. I firmly believe that the disc jockey or personality is an integral part of the formula radio that will survive when the rock and roll operators find themselves surrounded by operations that sound exactly as they do. . . . I believe it takes a disc jockey or personality to do the best selling job for sponsors. His indispensable attribute is that he is the kind of guy every listener would like to have as a companion."

Mr. Stewart of the Storz Stations will coordinate the second annual d. j. convention, which has been announced for March of next year. The meeting will again be held in Kansas City, and it is hoped, a Storz spokesman said, that agency and advertiser representatives will attend the 1959 session. • • •

HOMETOWN U.S.A.

commercial clinic



Agency Executive Recommends Institutional Approach For the Local Advertiser

The local advertiser should make more extensive use in his radio copy of the institutional approach to selling, according to Howard M. Wilson, vice president and copy director, Kenyon & Eckhardt Inc., New York.

Mr. Wilson advocates this copy line in spite of the fact that "both national and local advertisers usually tend to consider institutional commercials a luxury to be indulged only in good times when sales are booming. As soon as people become more cautious about their spending," he comments, "clients quite naturally concern themselves with moving the goods off the shelves instead of with creating a friendly, reliable picture of their firm in the mind of the consumer. They then turn almost exclusively to direct sell copy which confines itself to extolling the merits of the particular product."

Local Retailer

What the local retailer sometimes fails to realize, Mr. Wilson points out, is that his selling problem is in some respects quite different from that of the national advertiser. To move goods off his shelves the local man is almost obliged to show his customers that he and his personnel are nicer, more accommodating and friendlier than his competitor.

The national advertiser, on the other hand, is not so dependent on personalizing his corporation and its personnel to the consumer because in most cases he has no control over his distributors, Mr. Wilson believes. The customer comes in contact with independent businessmen, who may carry several competing lines of goods.

As a result, the national company must rely for sales primarily on convincing the consumer that his product is superior, Mr. Wilson states, and in many instances, only secondarily on the fact that the company behind it stands for integrity, progress and public service as well as private profit.

Howard M. Wilson, K&E v.p.

Since the advertiser over the local radio station is often the man who carries goods manufactured by many national advertisers, Mr. Wilson points out, he should sell his own "institution." The local man should convince his public that his company offers the best service available in town and the national advertiser should convince the public that his product is the best on the market for the customer's needs.

"Naturally I'm not advocating that the local advertiser omit news about his products, his prices and his values," Mr. Wilson continues. "The public wants to know these things. But I do believe that when the owner of a department store gets on the radio and talks about his company he is doing institutional advertising and selling goods in the process. After all, to most people in that town he *is* the institution."

"Humanize" Companies

Mr. Wilson states that where a company man cannot or does not want to do commercials himself, the local announcer or disc jockey should get to know the advertiser's store or service and "humanize" the company for the consumer.

"The corporation today is a personality," Mr. Wilson says. "It is like a human being, and the bigger and more complicated it gets the more neuroses and complexes it acquires. It wants to create the impression in the public mind of being a pleasant well-balanced personality, just as most of us do."

"Radio," Mr. Wilson says, "on the national level is most useful for creating a corporate image when the problem and the solution are easily defined and relatively simple. Radio is best when you want to create a quick impression and don't require reflection and leisure for your message to penetrate." • • •

HOMETOWN U.S.A.

station log

Courtroom Coverage; Emergency Operations

RADIO ACTIVITY

Microphones in the courtroom took another step closer to acceptance during a recent murder trial in Omaha, Neb. Although barred until the final day, reporters set up remote broadcast equipment in the corridor. KFAB's Glenn Desmond averaged six on-the-scene broadcasts a day during the two and one-half week trial. WOW reports that when the judge allowed the microphones into the courtroom to air the actual verdict, he admitted that the coverage "did not disrupt the decorum of the court."

Baseball is in the air. Sponsor team for Baltimore Oriole games over WTOP Washington, D. C., includes A. Krieger and LeRoy Cohen of Gunther Brewing Co., T. J. Kurdle of Esskay Meat Products, William Goehegan of Gunther, T. E. Schluderberg of Esskay and Lloyd W. Dennis, WTOP vice president.

• Snowbound Allentown, Pa., depended on radio for information during winter's "worst storm in 50 years" in the area. WKAP, which stayed on the air for 60 straight hours, claims it received thousands of telephone calls. The station says it carried announcements of road conditions, public transportation, appeals for snow removal help, school and industrial plant schedules and requests for emergency fire, food and ambulance numbers. WKAP's staff aided the authorities in 50 maternal, food and medical emergencies.

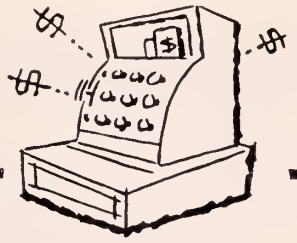
• According to KITE San Antonio, Tex., H. L. Ingersoll, manager of A & A Credit Service, a local finance company, doesn't have to be convinced about radio's immediacy. As he stared down the barrel of a hold-up man's pistol, Mr. Ingersoll was interviewed over KITE's "beeper phone" by the station's news editor. KITE put in the call after picking up a "holdup in progress" report from the police radio. Just to complete the coverage, the station gave an on-the-scene account minutes later as the hold-up man shot it out with police.

Smiling salesmen surround Al Wolins, executive vice president of McDaniel's Super Food Markets of Los Angeles, as he signs for 20,000 spots on five area stations. Standing (left to right) are Bob Kaufman of KFWB Los Angeles; Bob McAndrews of KBIG Avalon; Loyal King of KXLA Pasadena; Mort Sidley of KLAC Los Angeles, and Frank Crane of KDAY Santa Monica.

• A public service campaign to bring children closer to their fathers has been started by a committee underwritten by DCA Food Industries Inc., New York. The group is promoting "Fun with Pop" with the help of one major medium in each city. Several radio stations have joined the campaign, and the committee has stated its preference for radio in reaching the youngsters. A national essay contest, culminating Fathers' Day, will be conducted to find the "Nation's Happiest Pop." The six-week campaign, running from June 1 to July 15, will cost about $1 million. Valuable prizes will be given to local champions.•••

HOMETOWN, U. S. A.

radio registers



HOME BUILDER

Home Builders Association contracted for a series of spot announcements over KDKA Pittsburgh, Pa., to promote the sale of homes in various developments — at a cost of $324 per week. Two days after the announcements began, Sampson Bros., a member of the association, had sold 21 homes in bad weather. Five extra salesmen had to be brought in, says the client, and they were not enough to handle "the crowds of people." The spot schdule is now running on a continuing basis.

TEEN-AGE DANCES

When Skateland, a Pueblo, Colo., skating rink, decided to run dances for teen-agers, it called on KCSJ to promote the events. A KCSJ disc jockey moved his record show to the rink at a cost to Skateland, which sponsored the event, of $150 on the night of the first dance. Results: 1,150 persons attended at 50 cents apiece. A second dance the following week drew 1,300.

APPLIANCE SALE

Olympia Food Lockers, Olympia, Wash., burned down recently at 6 a.m. Sears Roebuck & Co. phoned KGY at 10 a.m. with an order for 20 spots announcing that it would store all food salvaged by Olympia's customers at Sears' deepfreeze warehouse. By the end of the day, 41 of the persons who had accepted the offer also purchased deepfreeze units. Results are traced directly to radio, as the local newspaper did not hit the street until 4 p.m.

PHARMACY

The Hall Drug Co. of Jefferson City, Mo., spent $36 for a one-minute announcement a day over a five-day period on KLIK to hypo sales of Dristan, a cold remedy. On the third day, Hall notified KLIK that they were completely sold out and a check of other pharmacies in a six-county area indicated either that they were also sold out or their stocks were nearly depleted. KLIK's method: live "beeper-phone" conversations with satisfied customers. A check by the store revealed, according to its owner, that when asked where they heard of Dristan, radio was the predominant answer.

RANKS 11th

IN THE NATION

in per family income ($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area

USES THE LOCAL & NATIONAL FAVORITE

WRBL

AM
FM
TV

TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

FIRST IN 97.3% OF ALL QUARTER HOURS

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES DELIVERED BY 55%

Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

TO MEET HEAD ON
A NEED THAT EXISTS
IN THE RADIO FIELD
TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

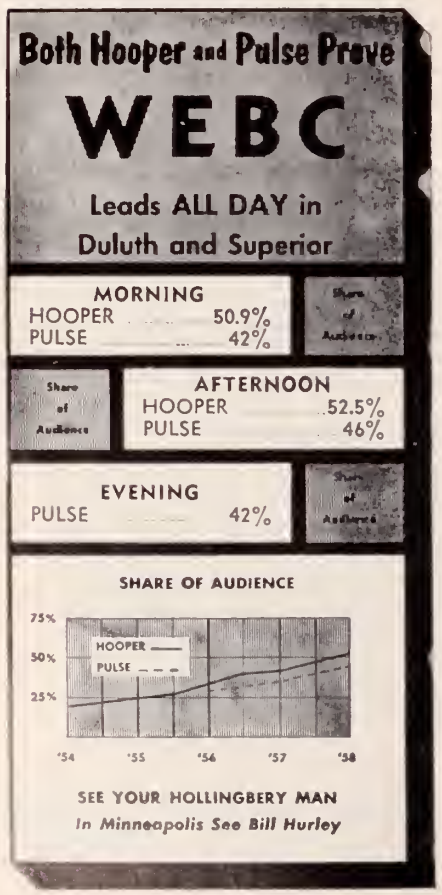
An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK



report from RAB

Summertime Is Hot For the Advertiser, Too, RAB Evidence Shows

Radio, in contrast to other media, does not lose circulation when the temperature rises. Recognizing this fact, advertisers with products or services that need summer pushing have been turning to radio. Indications are, according to the Radio Advertising Bureau, that radio will be in for an even bigger share of summer allocations in 1958.

Advertisers are buying summer radio to reach its vast, out-of-home audiences. The Pulse Inc. reports that out-of-home listeners last summer added 25 percent to radio's in-home audiences. As might be expected, these audiences soar over the weekend driving period. On Saturday and Sunday afternoons and evenings in the summer of 1957 out-of-home audiences averaged from 10 to 33 percent more than the winter ones. Even during the week out-of-home listening was substantial.

Car radio is only a part of the summer radio picture, however. Advertisers know they can reach customers through the some 11 million portable sets in use. A Pulse study shows that 41.2 percent of the groups visiting parks, beaches and picnic grounds on a summer day have portable sets with them. And what's more important, 71.9 percent of these sets were in use when the survey was made.

In-Home Listening

In home listening, RAB states, remains strong in the summer months. Pulse figures show very little difference between radio's winter and summer in-home audiences. For example, for the 6 a.m. to 12 noon weekday period, it is 21.96 percent for summer and 21.99 percent for winter. Other weekday time segments reveal little variation between seasons.

Radio's summertime rise is in sharp contrast to hot-weather conditions usually prevailing in other media, RAB points out. Printed media exposure declines in the summer when families are outdoors more, and so does television. In the average summer week, according to Pulse in 27 major markets, tv drops 19 percent below its average winter viewing level.

National spot radio, on the other hand, in June, July and August billed more than one third of the record spending in this medium for the first nine months of 1957, according to RAB.

This was not always the case. When summer rolled around, advertisers pulled in their horns. It happened in all media, radio included.

Radio began to outdistance its competitors when American summertime buying habits began to change. People are taking more trips and are spending more money when they take them, RAB says. Americans have more leisure hours today when they can go outdoors, travel and see the sights. But they carry their basic buying habits with them. And they carry their radios.

Sales Time

As the facts in one of RAB's summer presentations ("Some Like It Hot . . . Especially Summer Radio Advertisers") prove, for many products and services, summertime is the most important selling time of the year. For instance:

- More train and plane travelling is done in the summer months than during the rest of the year.
- People spend more dollars on fixing up, cleaning up and adding improvements to their homes.
- More people go out, eat out and buy entertainment.
- Summer months are among the biggest in the year for car dealers, hardware stores, grocers, filling stations, building materials dealers, drug stores, bottlers and brewers.
- In total retail sales, June is bigger than April and September; July is usually bigger than March or February, and August is always superior to January, February and March.

Radio's summertime value to the advertiser is reflected in set sales. Of the 15.4 million sets produced in 1957, 3.2 million were portables. Automobile set sales hit 5.4 million, more than 713,000 over the figures for 1956.

With America at play and on-the-go in the summer, radio gets the biggest play. • • •

Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every* American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

HIGHER EDUCATION
KEEP IT BRIGHT

PUBLIC SERVICE • ADVERTISING COUNCIL •

Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

BEFORE BUYING RADIO

IN KENTUCKIANA

Check your

John Blair Man

or

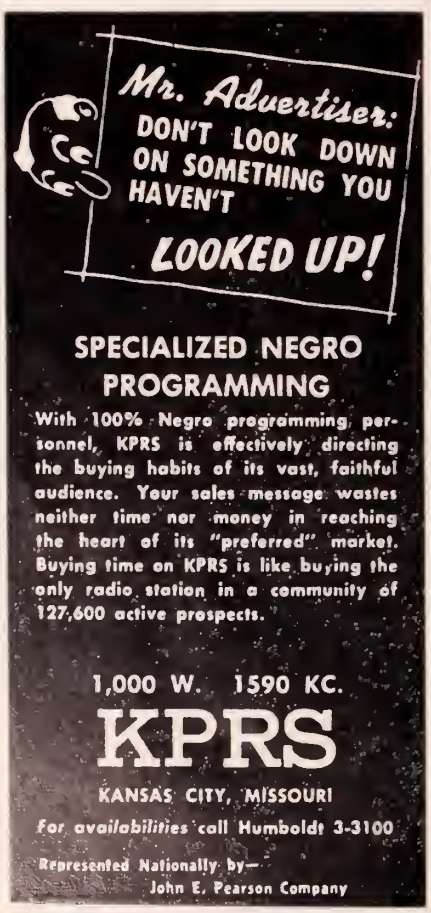
Bill Spencer

at

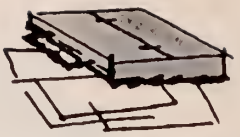
WKLO

LOUISVILLE

1080 KC



report from representatives



Christal Links Stations For Commercial Broadcast; Walker Co. Reorganized

The Henry I. Christal Co. has announced that it set up a direct-wire national radio hookup, linking together commercially for the first time all 18 of the stations it represents. The occasion was the NCAA basketball championship game on March 22.

The basketball championships over the Christal-represented stations originated from Freedom Hall at the Kentucky State Fair grounds, through the facilities of WHAS Louisville. WHAS sportscaster Cawood Ledford handled the play-by-play.

The broadcast was co-sponsored by Brown & Williamson Tobacco Co., through Ted Bates & Co., New York. The other half of the program was purchased by Gulf Oil Corp., through Young & Rubicam Inc., New York, and H-A Hair Arranger, through R. Jack Scott Inc., Chicago, in markets within their respective distribution areas.

Country Music Link

Charles Bernard & Co. has completed a sale to a national advertiser, Sinclair Refining Co., tying together for the first time all of Bernard's 18 stations. Mr. Bernard says billing and scheduling will be handled as a unit.

The representative reports that Sinclair purchased an initial 18-station line-up starting March 24 for 40 weeks, until the end of the year.

The oil company will use a saturation spot schedule of its "five-second safety pattern" announcements, utilizing morning and evening "traffic hours." Morey, Humm & Warwick Inc., New York, is the agency for Sinclair.

Walker-Rewalt

The Walker Representation Co. Inc. has been rechristened The Walker-Rewalt Co. Inc., and Otis Rewalt has moved up from vice president to executive vice president in the new set-up. Wythe Walker continues as president of the radio-tv representative firm.

Mr. Walker established the firm in Chicago 15 years ago and was joined by Mr. Rewalt in 1946 when the company's headquarters was moved to New York. Mr. Rewalt became a vice president in 1952.

Walker-Rewalt has branch offices in Boston, Atlanta, Chicago, Los Angeles and San Francisco, and will move to larger quarters in May at 347 Madison Ave., New York, where it is presently located.

New Office

Venard, Rintoul & McConnell Inc., radio and tv representative, has opened an office in Dallas, Tex., with Clyde Melville in charge. Other offices are in New York, Chicago, Los Angeles and San Francisco. At the same time, WVKO Columbus, O., has announced the appointment of the firm as its representative.

Brown Advises TAB

Speaking before the Texas Association of Broadcasters, Clarke R. Brown, president of Clarke R. Brown Co., southern station representatives, advised station operators to maintain one rate card for local operators and another one for regional and national accounts.

He said, "Your local or retail card should be held strictly for bonafide 'retail accounts.' All other accounts regardless of geographical origin—if they are a specific product or service offered for resale through any multiple of radio outlets—should pay strictly on the basis of your general card or cards.

"By strict adherence to the rule," he stated, "you are insuring your own future in this business." • • •

John Blair (seated) chats with some of his staff members as they appeared nearly 20 years ago. All but one are still close to the organization. Left to right, Gail Blocki; Paul Ray, retired manager of the Chicago office; Blake Blair, treasurer, John Blair & Co., and Charles Dilcher, manager of the Atlanta office.

25 Years Selling Spot Radio

This month marks the 25th anniversary of John Blair & Co.

A quarter of a century ago a young man seeking fame and fortune would have been advised to "go West." But John Blair found both by going East.

In the 25 years since Mr. Blair and his early partners, Humbolt Grieg and Lindsey Spight, opened their doors in San Francisco, the Blair organization has moved eastward across the country expanding with the broadcasting industry. Blair predicts that 1958 will be the best year in its history.

From his vantage point as one of radio's pioneers, Mr. Blair looks back into the past, commenting on radio's lean years and its good years, and he looks ahead into broadcasting's future, which he feels "will play a still greater part in American business life.

"For broadcasting," he says, "is the most personal form of communication between the makers of consumer goods and the customers on whose volume the very existence of mass production depends. I am convinced that the power of broadcast advertising has been a vital factor in the acceleration of American business to a production pace of which we could hardly have dreamed a generation ago."

A generation ago the Blair organization was accelerating at a rapid pace itself. In the first year of operation it opened two new offices—in Chicago and then New York—in addition to its original jumping-off place in San Francisco. Since then the company has added branches in Boston; Detroit; Los Angeles; Seattle, Wash.; St. Louis, Mo.; Dallas, Tex., and Atlanta, Ga. It now serves 44 stations, most of which are in major markets.

As the company has grown, Mr. Blair has noted important changes in the broadcasting industry. "The past 25 years have seen a revolution in radio," he says. "Local programming — keyed to the interests and tastes of the station's own area—is the foundation of radio's strength and vitality today. Years ago, in cooperation with a group of our major stations, our organization made exhaustive studies of effective program techniques, studies which I believe hastened the trend to the local personality programs."

In 1954 when spot radio suffered a slump, Blair's business declined only slightly. At that time the firm decided to increase its efforts to show the advertiser how spot radio could bring him more business. The representative has since worked up presentations, as a part of its sales development program, designed to sell spot radio to advertisers and agencies who do not use the medium.

The Blair organization's faith in the broadcasting industry's value to clients will soon take a tangible form when the company erects a new 10-story building in Chicago. "Our decision to erect a modern office building reflects our great confidence in the continuing growth of the broadcasting industry," Mr. Blair states.

The proposed building will occupy the southeast corner of Michigan Avenue at Erie Street.

Mr. Blair attributes the growth of his firm to "our biggest asset—people." He believes that the quality job is done by quality people. Blair employees, now totaling 135, have a liberal pension plan and share in the company's profits. The firm is wholly owned by 50 of its employees, and claims a relatively low turnover rate.

Mr. Spight, one of Mr. Blair's original partners, is still vice president of the western division. Mr. Grieg left to become a vice president of ABC and then went into tv station ownership. The firm's name was originally Grieg, Blair & Spight, but was changed to John Blair & Co. in 1935, which still deals exclusively in radio. Blair Tv and Blair Tv Associates were developed later, the former representing television stations in the top 25 markets, while the latter handles those in other markets. • • •

KFAL RADIO
FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

Mail response on a recent KFAL program drew mail from 67 counties of Missouri, 8 counties of Illinois, and 4 counties of Iowa. *AND—There was no giveaway.* Just a "thank you" note or letter from appreciative listeners.

Buy a big audience at low cost-per-thousand every day on KFAL. Request NCS#2 for details of Mid-Missouri's most listened-to Station.

Contact—INDIE SALES, INC.

or

KFAL RADIO Tel: 1400

Fulton, Missouri

900 Kilocycles 1000 Watts

CHECK ALL THREE

Size of Audience . . . because WREN delivers nearly half of all the homes in the Topeka market every single day.

Quality of Audience . . . because WREN'S all-round programming appeals to a buying class, not the sophomore class.

Cost of Audience . . . because WREN's rates are reasonable. Check with your George P. Hollingbery man.

5000 WATTS • TOPEKA, KANSAS

WREN

report from agencies

Judge Attacks Ad Tax As Dangerous And Discriminatory

Much has been said and written about the attempts of a handful of city governments to impose special taxation on advertising. One of the most forthright presentations has been made by former Judge Joseph Sherbow of Baltimore, Md., who was instrumental in obtaining a repeal of the advertising tax in his city. He outlined his objections to the tax in a speech before the Radio-Television Executives Society in New York.

In substance, he counseled advertising agencies, their clients and the media through which they sell that they must all band together to prevent the spread of discriminatory advertising taxation, if they wish to keep their freedom and their profits.

Judge Sherbow, legal representative to the Maryland Advertising Council, pointed out the "great dangers inherent in this form of taxation" should it spread to other communities.

The judge credited the members of the Maryland Advertising Council with "moulding into a fighting team all the opponents of the taxes," which included labor as well as merchants and media personnel. This quick action, spearheaded by the advertising profession, the judge said, was responsible for a law passed in the state legislature and signed into effect by Governor Theodore McKeldin, which "prevents Baltimore City and every other local subdivision of the state of Maryland from ever again imposing discriminatory taxes on advertising from and after December 31, 1958."

When members of the advertising profession appeared before the Baltimore City Council to protest the levy, they made the following points, Judge Sherbow said:

- "National advertising brings into the community money from the outside. Dry up this resource and the community will suffer. Baltimore must compete with every other city for the advertising dollar. With these taxes in effect, the advertiser will go elsewhere to spend his money.
- "The media cannot absorb the taxes.
- "There will be a competitive advantage for the merchant in nearby counties who would not have to pay these taxes."

The radio stations pointed out, the judge said, that they—especially the smaller ones—might have to move from the city into adjoining counties. The weekly newspapers said they were in the same boat. • • •

Joining forces against ad tax are (left to right) James Proud, president of the Advertising Federation of America; Frederic Gamble, president of A.A.A.A.; Judge Joseph Sherbow, counsel to the Maryland Advertising Council, and John Daly, president of R.T.E.S. and a vice president of the ABC radio and tv network

How your truth dollars help keep the Reds in the red

• The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.

And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why *your* truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

FREEDOM IS NOT FREE!

Your Dollars Are Needed To Keep Radio Free Europe On The Air

SEND YOUR TRUTH DOLLARS TO

CRUSADE for FREEDOM

CARE OF YOUR LOCAL POSTMASTER

PUBLIC SERVICE ADVERTISING COUNCIL

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

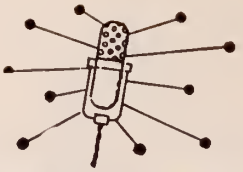
ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from networks



NBC Sales Up 30 Percent; Riddell Sets Move to ABC; CBS Adds $200,000 Billings

NBC Radio discloses that for the period from January 1 to mid-March 1958, net business was up 30 percent over the same period in 1957. From January 5 to February 6, new sales and renewals accounted for total net business of about $1,110,828.

At the same time, NBC reveals that final figures for 1957 showed the network 11 percent ahead of 1956 in net business.

Biggest purchase was by Midas Inc., which bought one quarter of *News-on-the Hour* for 52 weeks at $1,050,000, beginning in March. Other 52-week buys were by Lever Brothers' Rinso for daytime serials, and by Plough Inc. and American Motors for *Monitor News*.

California Packing Co. purchased 26 weeks of *News-on-the-Hour* co-sponsorship. American Tobacco Co. for Lucky Strike bought 13 weeks of 10 Bob and Ray segments a week and Bristol-Myers Co. took 13 weeks of *Pocketbook News*.

Other purchases were by Rexall Drug Co., Lever Bros. for Pepsodent tooth brushes, Westclox Division of General Time Corp., Vick Chemical Co., Ruberoid Co., Burlington Industries, Libby-McNeil & Libby, Olin Mathieson Chemical Corp., R. J. Reynolds Tobacco Co., *Readers Digest*, Chrysler Corp. for Dodge, Grove Laboratories for Fitch, 20th Century-Fox and Curtis Circulation Co.

Riddell Sets Move

In his new post as executive vice president of ABC, James G. Riddell will bring with him seven years' experience as president and general manager of WXYZ Detroit, an ABC-owned station. He will assume his new post July 1.

All departments, including the radio and tv networks now reporting to Leonard H. Goldenson, president of ABC's parent company, American Broadcasting-Paramount Theaters Inc., will report to Mr. Riddell.

The ABC radio and television networks will continue to operate as autonomous units under their respective heads.

Mr. Riddell, who was also elected a director of AB-PT, has been president and general manager of WXYZ Detroit since 1950. His addition to the ABC executive management, said Mr. Goldenson, "is part of a long-range plan to meet the growing requirements of the company. His long experience in managing ABC's Detroit station operations will be invaluable to us in our continuing expansion."

James Riddell, ABC exec. v.p.

CBS Radio has contracted for $200,000 worth of new business and renewals, including Milner Products Co.'s renewal of 38 weeks of "Impact" segments.

Other renewals were by Comstock Foods Inc. and Campana Sales Co. for 13 weeks of segments of the *Robert Q. Lewis Show*, and by Hudson Vitamin Products Corp. for 26 weeks of "Impact" segments.

New purchases were made by National Selected Products Inc. and Nestle Co. for "Impact," Gillette Safety Razor Co. for the "Triple Crown" of horse racing, and Shulton Inc. for *Arthur Godfrey Time*. • • •

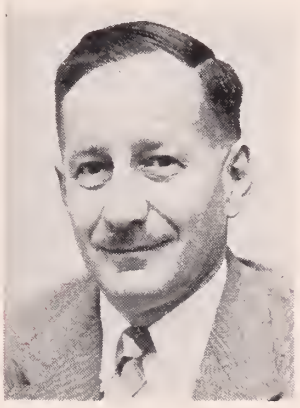
report from Canada

CARF Originates New System For Audience Measurement; Polls Industry on Requirements

The Canadian Advertising Research Foundation, after a year of intensive study, has proposed a new system of audience measurement, designed to meet the expressed requirements of the advertising and broadcasting industries. The survey and recommendations were made by the foundation's Broadcasting Audience Measurement Committee.

The CARF is a non-profit organization composed of members of the Canadian advertiser and agency field.

"Our purpose was to find out from all interested parties what forms of radio and tv audience measurement are needed in Canada, and to try to put forth a broad plan which might fulfill these needs," Adrian T. Gamble, chairman of the foundation, stated.



Adrian Gamble, CARF chmn.

"The committee went to work without any reference to the various existing forms of audience measurement."

A detailed questionnaire was sent to all advertisers, agencies, the Canadian Broadcasting Co. and independent broadcasters. Advertisers and agencies indicated, according to the report, that they require broadcast audience information chiefly in the following areas:

- Whether or not to renew a program.
- Which of the available time slots on different days will present the best opportunity for a new program.
- What programs are most suitable for what products.
- What stations at what hours offer the best opportunity for reaching potential customers.

The broadcasting industry indicated a need for monthly reports on audience size in large markets.

After more than a year of study the BAM committee, under the chairmanship of Robin Merry, marketing research director, Lever Brothers Ltd., recommends the following general measurement plan:

Basic Service

- A basic service of reports which would cover the average of successive 15-minute periods of each day and which would be issued every four weeks, reporting audience size by regions, and every 13 weeks reporting audience composition by regions.
- A plan making measurements of programs with alternate sponsorship and reports every four weeks on listening and viewing habits for each day of each week.
- Network program reports every four weeks on audience size and every 13 weeks on audience composition for both English and French programs.
- Station reports covering data from several adjoining regions on the size and composition of audience by 15-minute periods separately for each day four times a year.
- Reports for the Toronto and Montreal areas covering the continuous minute-by-minute listening habits of a representative number of households to be issued every four weeks on audience size and every 13 weeks on audience composition.

Twenty-six regions would be used, measured by the personal interview method. • • •

Be a
PILLAR
of the R.T.E.S.
LISTENING POST

WIN A PRIZE!

enter the listening post JOB LEAD CONTEST:

Phone

CONTEST HEADQUARTERS WI 7-6910

the listening Post is the *free* job placement and guidance service of the industry

- **SALES**
- **PRODUCTION**
- **PUBLICITY**
- **MANAGEMENT**
- **RESEARCH**
- **WRITING**
- **MEDIA**

Contest ends May 2, 1958, prizes awarded to persons furnishing most verified leads

- 2 "My Fair Lady" tickets
- Westinghouse portable radio
- RCA transistor radio
- Phonograph and top 21 records
- Royal portable typewriter
- $25 Masters gift certificate
- Subscription to Ross Reports TV Index

The Radio and Television Executives Society Inc.

Hotel Biltmore, N.Y. 17, N.Y.

CO-OP (Cont'd from p. 21)

NBC Radio, after agreement with the company and the agency, provides materials to stimulate dealer enthusiasm. Such things as window streamers and posters are sent to dealers around the country.

After lining up some local support, the network provides a full one-minute period of blank air following each weather show for the dealer tie-in.

George Graham Jr., director of sales planning, is quick to point out that "this plan can only be put into effect where the company has a substantial dealer organization."

This format has been enormously successful for the network, which attributes to it about $2 million in business last year. Among other advertisers who have availed themselves of this are Evinrude Inc., Waverly Fabrics (see *U. S. Radio,* November 1957), C. I. T. Finance Co. and American Motors.

Practically every kind of company has a co-op program of some sort or another. They vary a good deal in terms of allowances, billings and manufacturer control of copy.

A look at a few co-op plans will illustrate how they differ.

A midwest corporation with national distribution will go as high as to pay 75 percent of the radio co-op bill providing his distributor gives the dealer the go-ahead. It permits the dealer to use his own announcements but also furnishes continuity.

A big facial soap firm ties the allowance to dealer purchases, so much per case of soap or special deal pack. It sets a quarterly limit on the use of funds with no carryover permitted. It also insists that participating dealers use at least two announcements each quarter. Two run on the same day count as one.

A company that makes razor blades and writing instruments limits its share to five percent of total purchases on blades and has a sliding per-gross system for its pens and pencils. It'll provide advertising support up to 25 percent of the value of a large order.

A toilet goods company, and a big one, will pay the whole bill up to one percent of net purchases. Another company uses co-op only during special promotions it stages from time to time during the year. In each case, it notifies wholesalers and dealers, telling them about the allowance for the promotion.

Whatever the individual plan, manufacturers in greater numbers across the country are finding that radio co-op presents one of the most suitable ways of getting brand recognition at the point of sale. • • •

STAKE YOUR CLAIM IN THE RICH SOUTHWEST with the NCS #2

Ben Ludy
President and General Manager

COMPARISON of NCS #2 COVERAGE

	KWFT	Station "A"	Station "B"
No. of Counties	77	28	19
Total Radio Homes	340,080	140,650	110,850
Monthly Coverage	124,430	49,450	42,370
Weekly Coverage	108,300	43,680	37,350
Weekly Circulation	108,120	43,550	36,690
Daily Circulation	72,630	28,110	23,160

KWFT has over 49% more Radio Homes than Stations A & B combined.
KWFT has over 35% more monthly coverage than Stations A & B combined.
KWFT has over 33% more weekly coverage than Stations A & B combined.
KWFT has over 34% more weekly circulation than Stations A & B combined.
KWFT has over 41% more daily circulation than Stations A & B combined.

LOW FREQUENCY
MAXIMUM CONDUCTIVITY
620 KWFT kc -- Wichita Falls, Texas
Call Your H-R Man

Give it Sell!

KOSI - KOBY turn over products not audience
BOTH RADIO STATIONS No. 1 in HOOPER & PULSE
6 am-6 pm average share
KOBY No. 1 in NIELSEN
6 am-9 pm average share
KOSI • KOBY
DENVER SAN FRANCISCO
Mid-America Broadcasting Company

DEPARTMENT STORES (Cont'd from p. 25)

NORTH CAROLINA

WBBB Burlington: Sellars', Belk-Beck, J. C. Penney. WSCR Durham: Ellis-Stone, United WGAI Elizabeth City: Belk-Tyler. WFMC Goldsboro: Belk-Tyler, Leder Bros., Snype's, Hub. WHNC Henderson: Leggett's, Roth Stewart, Davis', Jordan's, Rose's, J. C. Penney, Norwich's, Tonkel's, Charles Stores. WIRC Hickory: Spainhour's, Melville's, Belk-Broome, Sears-Roebuck, Zerden's. WAGR Lumberton: Belk-Hensdale, Collins-White, Raylass, J. C. Penny's. WHIT New Bern: Belk's, Coplon-Smith, Sears-Roebuck, Montgomery Ward, J. C. Penney. WMSN Raleigh: Charles, Hudson-Belk, Barters, J. C. Penney. WSJS Winston-Salem: Thalhimer's, Davis', Anchor's, Belk-Stevens.

NORTH DAKOTA

KLPM Minot: Ellison's, The Fair.

OHIO

WCKY Cincinnati: Pogue's, McAlpins, Shillito's. WLW Cincinnati: McAlpins, Shillito's. WERE Cleveland: Higbee's. WBNS Columbus: F & R Lazarus. WMRN Marion: Frank Bros., Kline's, Montgomery Ward, J. C. Penney, Sears-Roebuck, Uhler's. WPKO Waverly: Stiffler's, Luckoff's, McDonnough's, Lazarus', Modern Mart. WHKK Akron: O'Neil's, Polsky's.

OKLAHOMA

KADA Ada: Gluckman's, Anthony's, J. C. Penney, Harp & Ashland. KTMC McAlester: Hunt's, Goldberg's, Anthony's, Dobson's, J. C. Penney. KAKC Tulsa: Brown-Dunkin, Vandever's, Renberg's, Froug's.

OREGON

KOOS Coos Bay: The Hub. KERG Eugene: Miller's, J. C. Penney, The Broadway. KBOY Medford: Crater's, Mann's, Durham's. KMCM McMinnville: Miller's, J. C. Penney. KOIN Portland: Meier & Frank, Bedell's.

PENNSYLVANIA

WHOL Allentown: Leh's, Sears-Roebuck. WRTA Altoona: Gable's. WBVP Beaver Falls: Benson's, Davidson's, Sears-Roebuck, P. C. Penney, Montgomery Ward. WCMB Harrisburg: Pomeroy's. WCRO Johnstown: Glosser Bros., Penn Traffic. WIP Philadelphia: Gimbel's, Wannamaker's, Strawbridge & Clothier, Lit Bros. WPEN Philadelphia: Gimbel's, Wannamaker's, Strawbridge & Clothier, Lit Bros., Snellenburg's. WSCR Scranton: Globe Store. WNAE Warren: Metzger Wright, J. C. Penney, Montgomery Ward.

SOUTH CAROLINA

WAKN Aiken: Moore's, Belk's, White's. WALD Walterboro: Belk-Hudson, Novit Siegal.

TENNESSEE

WBIR Knoxville: Miller's, Rich's, J. C. Penney. WLOK Memphis: Bry's Sears-Roebuck. WLAC Nashville: Cain-Sloan. WSIX Nashville: Harvey's. WSOK Nashville: Harvey's, Turner's. WSEV Sevierville: Thompson's, Draper & Darwin, Rich's, Wade's. WDBL Springfield: House's, J. C. Penney.

TEXAS

KHUZ Borger: Anthony's, Dunlap's, J. C. Penney. KURV Edinburg: Vela Mora's, Farris', J. C. Penney. KELP El Paso: Popular Dry Goods, American, Sears-Roebuck. KFJZ Fort Worth: Leonard's, Monnig's, The Fair, Stripling's, Everybody's, Cox's. KERV Kerrville: Anthony's, Schreiner's, Davis', Montgomery Ward. KVIC Victoria: Dunlap's, Danburg's, Anthony's. KWTX Waco: Goldstein-Migel, Cox's, Monnig's.

UTAH

KLUB Salt Lake City: Z.C.M.I., Paris Co., Wolfe's. KWHO Salt Lake City: Auerbach, O'Brien's.

VIRGINIA

WPIK Alexandria: Woodward & Lothrop, Hecht's, Sears-Roebuck, Montgomery Ward. WKEY Covington: Rooklin's, Leggett's, Covington, Everybody's. WDVA Danville: Thalhimer's, Johnson's, Sears-Roebuck, Harnsbergers. WSVA Harrisonburg: Leggett's, Ney's, J. C. Penney, Bargain Place. WYVE Wytheville: Leggett's, Felix's.

WASHINGTON

KITI Chehalis: Sears-Roebuck, Montgomery Ward, J. C. Penney. KAPA Raymond: Bitar's, Dracobly's, J. C. Penney. KOL Seattle: Sears-Roebuck. KEME Toppenish: J. C. Penney, Sears-Roebuck.

WEST VIRGINIA

WHIS Bluefield: Cox's, Leggett's, Collins', Montgomery Ward, J. C. Penney. WDNE Elkins: Goldberg's, Montgomery Ward. WRON Ronceverte: Federated, Leggett's H-P, Yarid's, Lynn's.

WISCONSIN

WCUB Manitowoc: Prange's, Boston Store, Scheutte Bros., Sears-Roebuck, J. C. Penney. WOKY Milwaukee: Boston Store, Schuster's, Gimbel's. WPLY Plymouth: Prange's, Ley's. WSHE Sheboygan: Prange's, Hills, Jung's. WJMC Rice Lake: Herberger's, Abramson's. WSAU Wausau: Fair Store. • • •

COLOR RADIO
sells the new carriage trade

KFWB

7 CHANNEL 98 1

The new Carriage Trade wheels the market basket, and decides most expenditures. Whether she's on wheels in mobile Los Angeles or at home, she is tuned to KFWB Color Radio, for her seven friendly deejays. Proof of performance: over 50% of all time sold—consistently—is super-market goods. Add motion to promotion on KFWB.

National representatives: John Blair & Co.
President and General Manager: Robert M. Purcell

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

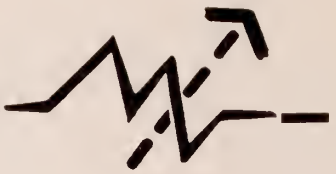
ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

radio ratings



Most Timebuyers Say Ratings Have Value If Used Properly, NBC Spot Sales Survey Shows

Most timebuyers believe that ratings are a necessary factor in buying decisions provided they are properly understood and applied, according to a survey by NBC Spot Sales.

Among the 326 timebuyers from 225 agencies and offices throughout the country who responded to the NBC Spot's first Timebuyer Opinion Panel questionnaire, the large majority take the position that ratings are important. However, this group feels that ratings should be used only as a guide to the subjective judgment of the timebuyer.

Ratings, most say, are valid indications especially when considered over a period of time, but are only one measure of desirability. Some others are audience composition, patterns of accumulation, frequency of exposure, station integrity, station acceptance in local community, the program itself, sponsor identification, experience and overall know-how.

Minority Opinions

The panel reveals that a small minority group is entirely favorable to "buying by the numbers," while a group of about the same size strongly expresses the opposite position, stating that "the worst possible fault (of which stations as well as buyers are guilty) is to treat a rating as an absolute measurement."

The group that "buys by the numbers" looks upon present rating services as superior to the methods of measurement used by competing media. They believe ratings are honest and provide the only method of justifying buying decisions in unfamiliar markets. They say that strict adherence to ratings is likely to produce sales results with far greater consistency than guess work or "contradictory station and representative claims."

The anti-ratings group declares that "the small samplings on which ratings are based cannot furnish reliable statistics," and notes that different services measuring the same periods often arrive at "startlingly different results."

Among the suggestions submitted by the buyers are:

- All markets should be surveyed monthly.
- Rating books should be published and delivered more quickly.
- Each book should contain an alphabetical index of programs.
- Services should initiate secret rating weeks.
- A non-profit audience research organization should be established.
- Services should be more fairly priced for small agencies.
- All rating services should report audience composition figures.
- A station should report one rating service and not switch because of favorable or unfavorable results.

Timebuyer Comments

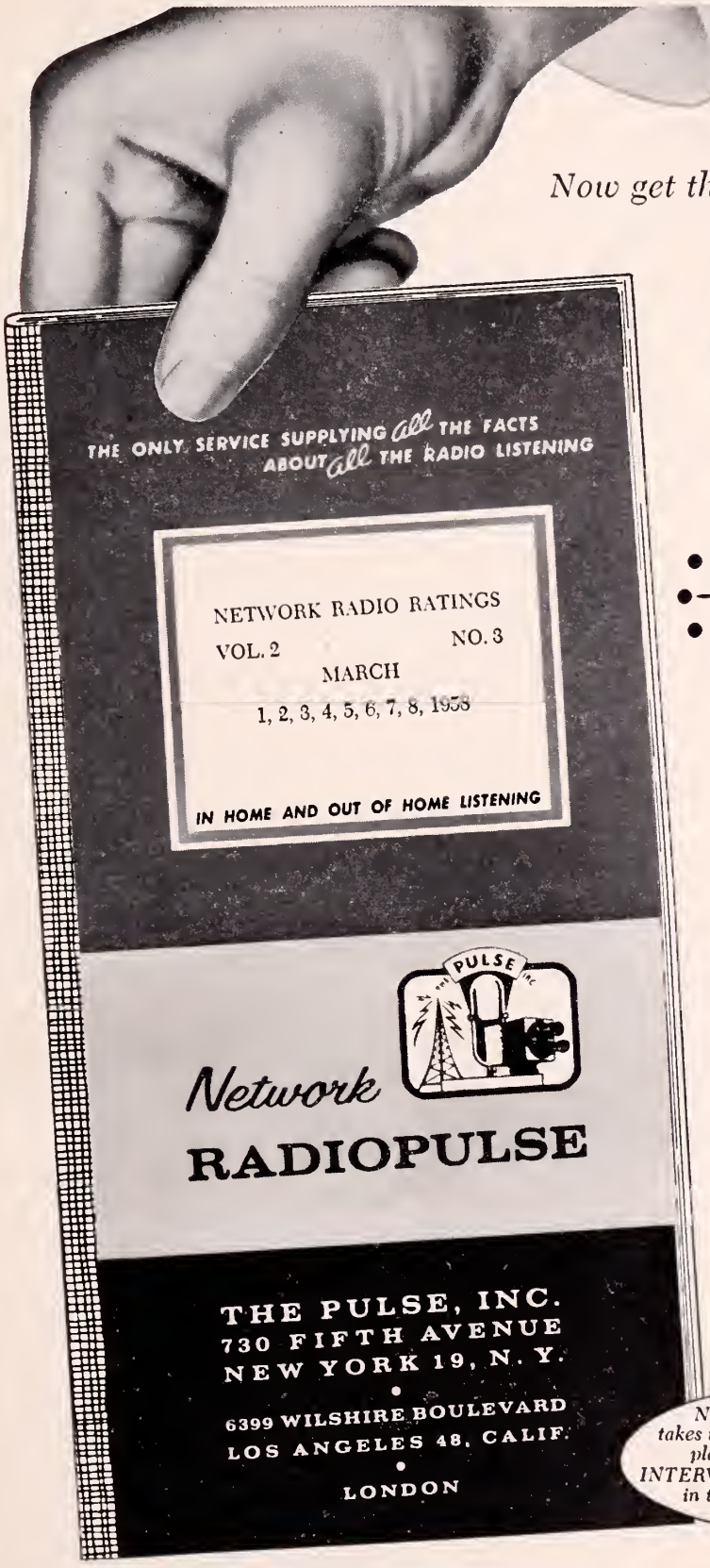
"Ratings are frequently the most important factor to determine the best buy," says Rudolph Marti of Campbell-Mithun Inc., Minneapolis, Minn. "A buyer can't assume every salesman is right and that his station can deliver more homes than his competition."

"The greatest problem," states Paul Davis, media director at McCann-Erickson, Los Angeles, "is the tendency on the part of relatively unsophisticated advertisers to rely entirely on ratings."

"Our agency is not one of those which restrict timebuyers to the use of one rating service in making decisions," reveals Anita Wasserman of L. C. Gumbinner Agency, New York. "All are of use—all have their limitations—either in sample size or method used."

"Ratings are one of the greatest myths of our time," declares Herbert Ringold, partner at Philip Klein Advertising, Philadelphia, Pa. "When you put competent, experienced agency people in a position where they must buy in accordance with statistical nonsense—how infantile can you get? We do it, too—but against our own desires."

"The rating problem is primarily a problem of user-ignorance," states Richard S. Paige, associate media director of Grey Advertising, New York. "That is, the confusion arises due to the lack of knowledge, by the users, of exactly what the rating service is designed to measure and the limitations of those measures." • • •



4¼ x 8½ inches **HANDY POCKET SIZE** 84 pages

Now get the complete Network picture!

SPONSORED and SUSTAINING

Largest available scientific sample
26 top markets

IN-HOME
OUT-OF-HOME TOTALS

- **R**atings per Quarter Hour
- **A**udience Comp per program
- MEN, WOMEN, TEENS, CHILDREN

With the tremendous upswing in radio now more than ever you need *total* tune-in—*outside* listening correctly additive to in-home. (Auto share is only *part* of out-of-home!)

No guesstimates—this scientific, accurate sampling has established Pulse radio data leadership since 1941. *Standard* in broadcasting. A logical development from Pulse individual markets now totaling over 175!

Homes using radio for each of the four time zones are reported by quarter hours. ABN, CBS, MUTUAL, NBC—each rating is based on the local Metro areas of the local affiliates—weighted proportionate to radio families in each market.

You must see an actual report to understand the widespread praise for this new buying tool. "Indispensable!"

Write for free copy on your business letterhead, mentioning this magazine. $50 a month for established subscribers—$100 otherwise. Get the *complete* network picture!

Nothing takes the place of INTERVIEWS in the home

730 FIFTH AVENUE
NEW YORK 19, NEW YORK

PULSE, Inc.

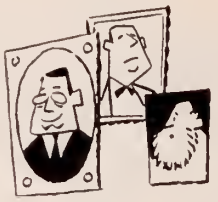
LOS ANGELES • CHICAGO • LONDON

EVERY MONTH you get Pulse validated data from...

- 10,000 *different* families per 5-day strip
- 4,000 *different* families per once-a-week program
- Metropolitan areas totaling 18,555,000 *families*

Individual Programs Networked in 10 or More of 26 Major Markets

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

WALTER C. RAITHEL JR. of BBDO, Chicago, elected a vice president of the agency. At the same time, the agency announced the retirement of FRANK SILVERNAIL, manager of station relations in the media department in New York. CHARLES A. BLACK appointed director of the newly-established radio and tv department of Farson, Huff & Northlich, Chicago.

JOHN H. ECKSTEIN, formerly director of advertising and promotion for ABC, has joined The Wexton Co., New York, as director of broadcast accounts.

GENE McMASTERS, formerly with Dowd, Redfield & Johnstone, and LESLIE SILVAS, formerly with Calkins & Holden, appointed vice presidents by Warwick & Legler, New York.

ROLLIN C. SMITH JR. appointed a senior vice president of Ogilvy, Benson & Mather Inc., New York.

ARTHUR W. WEIL JR. and LAWRENCE D. BENEDICT elected vice presidents of Donahue & Co Inc., New York.

MAXWELL ARNOLD JR., vice president of Guild, Bascom & Bonfigli Inc., San Francisco, named agency copy chief.

T. C. GLEYSTEEN has joined Compton Advertising, New York, as an account supervisor. GEORGE E. HUMBERT and THOMAS BOHAN named account executives by the agency.

GEORGE F. ROBERTS, formerly with NBC, appointed office manager at Paris & Peart, New York.

STATIONS

BEN B. BAYLOR JR., former station manager of WNHC Hartford, Conn., appointed director of sales projects for the Triangle Stations.

ROBERT G. MAGEE, vice president and general manager of WHUM Reading, Pa., elected president of the parent Eastern Radio Corp.

J. ROBERT COVINGTON, vice president and manager of WBT Charlotte, N. C., promoted to vice president in charge of promotion for the Jefferson Standard Broadcasting Co.

BYRON MILLENSON, sales manager of WCAO Baltimore, Md., elected vice president of Plough Broadcasting Co. and general manager of WCAO.

VICTOR E. CARMICHAEL appointed vice president and general manager of KWK St. Louis, Mo.

WILLIAM J. HOLMES has joined WRC Washington, D. C., as merchandising manager.

JOHN KELLY, former national sales manager of Storer Broadcasting Co., has become sales manager of WINS New York.

WILLIAM T. DUNN, formerly with WOW-TV, named promotion manager of WOW Omaha, Neb.

CARL Y. CORNELL, formerly sales manager of WMCK McKeesport, Pa., named commercial manager of WRTA Altoona, Pa.

GORDON MASON, account executive, named director of sales development of KNX Los Angeles.

JACK GRANT named sales representative for WGTO Cypress Gardens, Fla., at the station's new Miami business office.

BERT CARMAN, former sales manager for Academy Radio-TV Productions, Syracuse, N. Y., named account executive for WBZ-WBZA Boston-Springfield, Mass.

GILBERT H. THOMPSON and AL SNYDER appointed account executives by WCAU Philadelphia, Pa., and WILLIAM McCADDEN named sales service manager.

LEW BARWICK promoted from salesman to manager of WINI Murphysboro, Ill.

REPRESENTATIVES

ROBERT H. TETER, vice president and radio director for Peters, Griffin, Woodward Inc., New York, elected to the board of directors.

ANTHONY C. KRAYER JR. appointed business manager of NBC Spot Sales.

WARREN TOMASSENE appointed to the Chicago sales staff of Adam Young Inc.

MORTIMER B. COLEY has joined the New York sales staff of the John E. Pearson Co.

MICHAEL JOSEPH, formerly national program manager for the Founders Corp., appointed radio programming consultant for Avery-Knodel Inc.

NETWORKS

JAMES G. RIDDELL and SIMON B. SIEGEL elected directors of American Broadcasting-Paramount Theaters Inc., New York. Mr. Riddell will become executive vice president of ABC and Mr. Siegel will be financial vice president and treasurer of AB-PT.

DAVID C. ADAMS, executive vice president for corporate relations, elected to the board of directors of NBC. Also, WILLIAM CALLAWAY named to new post of manager of financial planning for NBC owned stations.

WILLIAM F. FAIRBANKS promoted to national sales manager, HARRY E. HOBBS promoted to eastern sales manager, and MURRAY HEILWEIL appointed to new post of marketing director by NBC Radio.

G. GERALD DANFORD, formerly eastern sales manager of KWK St. Louis Mo., named account executive by ABC.

GEORGE H. GALLUP, formerly manager of retail relations at *McCall's* magazine, has joined CBS Radio as an account executive.

INDUSTRY-WIDE

JOHN M. COURIC promoted by NAB to manager of news, and LARRY SIMS appointed to Mr. Couric's former position of chief writer.

Silvernail

Teter

Fairbanks

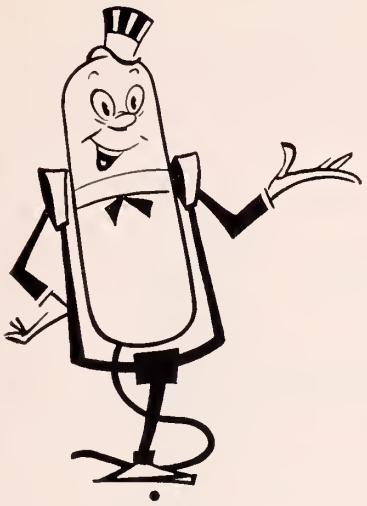
Covington

Siegel

Grant

Eckstein

Kelly



U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name _____ Title _____

Company _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone ____ State _____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

EDITORIAL

. . . radio at NAB meeting

AGENDA TAKES SHAPE

The upcoming convention of the National Association of Broadcasters should be an important week for radio.

Perhaps at no other time in recent years would radio's story have been emphasized as right now. What makes this year's meeting even more significant is that it marks the change in the name of the broadcaster association from the National Association of Radio & Television Broadcasters to NAB. This move has been hailed as putting radio and tv on equal footing as far as association attention is concerned. And certainly with the preponderance in numbers of radio membership, this seems appropriate.

On the business side, convention agenda will point to the 1958 outlook for radio. As a background to this, it must be kept in mind that radio registered an all-time high in billings last year of an estimated $613 million. And 1958 is expected to build on this, bringing gross revenue for all segments of the radio industry to an estimated $700 million.

Radio Advertising Bureau will play a major role on the business agenda. The bureau will provide a 90-minute sales presentation called "Your Future Is Sound," showing how many advertisers use radio as a primary medium to reach their market.

A second part on the agenda will serve to underline radio's critical role today in the part it plays in national defense. In times of emergency and national stress no other medium approaches radio's stature as a vehicle of information.

A third part of the convention schedule will deal with the place of radio in the community and the use of the new audio and visual symbols of good practice that NAB has prepared.

It is hoped and expected that the forthcoming meeting will be one that will be well remembered by radio and advertising people for its significance.

DEPARTMENT STORE RELUCTANCE

One of the most puzzling aspects of radio advertising on the local scene today is the relative sparcity in radio outlays by department stores.

This problem has vexed station people and RAB for many years. The latter has spent close to $50,000 over a three-year period to enrole the department store as a regular radio user.

Many of the problems involved and the possible solutions are outlined in *Department Stores: Radio's Reluctant Giant*, p. 22.

What interests us most—and at the same time gives us hope for the future—is that where the sound medium has been given a trial, it is working and producing sales for the advertisers.

With great population shifts and the spread of suburban shopping centers, we feel it is time for department stores to branch out into new advertising approaches that are needed to keep pace with new marketing problems.

SILVERNAIL RETIRES

We would like to add our words of well-wishes to Frank Silvernail, former vice president and manager of station relations for BBDO, New York, whose retirement after 25 years' service with the agency became effective a few days ago.

Mr. Silvernail, who actually entered radio in 1925 on the talent side, has long been one of the best-known agency executives to radio broadcasters. We wish for Mr. Silvernail many more useful and happy years.

Are You COVERING RURAL MARKETS at the LOCAL LEVEL?

The Greatest Success Story . . .

of Radio's resurgence is the astonishing growth in local radio billings during the last two years...to wit: 1955, $272 Millions—1957, $372 millions . . . an increase of $100 millions or 37.%

. . . and do you know that you can enjoy the tremendous advantages of local radio by utilizing KEYSTONE BROADCASTING SYSTEM which offers you local radio IMPACT over a network of more than 1,000 stations or any portion of that network that suits your special needs.

We'll be glad to tell you the whole exciting story!

Send for our New Station List . . . write

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.

KBS Keystone BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

Here Are Three Good Reasons Why WINN IS FIRST IN THE LOUISVILLE MARKET

Presented by GLEN A. HARMON, Vice President and General Manager

WINN

FIRST 9 am 12 noon

Bill Gerson

FIRST 12 noon 3 pm

Joe Cox

FIRST 3 pm 6 pm

Johnny Martin

The most recent surveys have shown these three outstanding radio personalities to be FIRST IN EVERY QUARTER HOUR PERIOD FROM 9 AM through 6 PM, MONDAY THROUGH FRIDAY in this important Louisville Market.

WINN GIVES YOU THIS MARKET'S LOWEST COST PER 1,000

SEE YOUR NEAREST AVERY KNODEL MAN.

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO. 5

MAY

1958

35 CENTS

ES DEVELOPMENT
Forces at Work
ing New Business
page 13

ONIAL STORES
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Regional Radio
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ONAL SHOES
adio Client
Young Ideas
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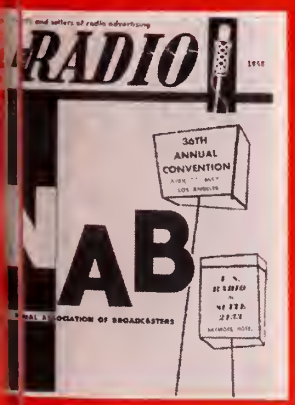

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Agenda Highlights
itors Things to Do
page 33

Hitch **YOUR** Wagon to
the Star stations
and Watch Your Sales
GO UP!

2 VITAL Stations in 2 Important Markets Serving over 3 Million People

KOIL No. 1
A Vital Force in Selling Today's OMAHA

FIRST and Getting FIRSTER all the time

KMYR No. 1
A Vital Force in Selling Today's DENVER

Check the RATING of Your Choice
Your STAR STATION is a MUST BUY Station!

the Star stations
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS
DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

R

VER!

TOR

STER THAN EVER!

ONITOR

PLACES-FASTER THAN EVER!

MONITOR

IS GOING PLACES-FASTER THAN EVER!

The firm and unshakable endorsement of NBC Radio's MONITOR by national advertisers has sky-rocketed billings to a record $5,000,000 annually!

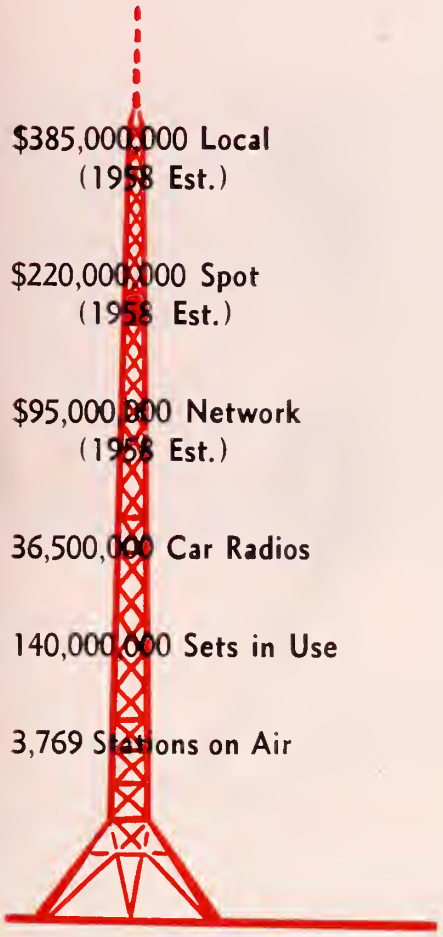
MONITOR is doing the job it set out to do. At low cost it is delivering and selling to huge audiences. Here are some current MONITOR campaigns:

NATIONAL ADVERTISER	LISTENER COMMERCIAL IMPRESSIONS PER WEEKEND
AMERICAN MOTORS CORPORATION	21,461,000
GENERAL MILLS, INCORPORATED	21,962,000
LIGGETT & MYERS TOBACCO COMPANY	10,102,000
THE NESTLE COMPANY, INCORPORATED	20,600,000
PABST BREWING COMPANY	21,962,000
PLOUGH, INCORPORATED	21,461,000

Already in 1958 more than 70 national advertisers have used MONITOR. MONITOR is vital, always on the move, going places faster than ever with audiences–and advertisers. You can go places, too, on... MONITOR

THE WEEKEND RADIO SERVICE OF NBC RADIO

Radio's Barometer



Spot: When the SRA estimates on national spot revenue are compiled, in the opinion of Lawrence Webb, SRA managing director, the first quarter figures for 1958 should be approximately 12 percent above the first quarter of 1957, which was $44,409,000.

Networks: Robert Sarnoff, president of NBC, says that despite his radio network's cumulative loss of about $9 million since 1953, 1957's loss was "substantially less than in the previous year." He is now talking about "a break-even point." Mr. Sarnoff says he believes NBC Radio will reach it, "and soon." (See *Report from Networks*, p. 78.)

Local: Storer Broadcasting Co. has announced that its earnings this past year have reached the highest point in its history. Earnings available for common stock and class B common at the end of 1957 was $6,396,164, or $2.58 per share.

H. Scott Killgore, president of Tele-Broadcasters Inc., New York, radio station group owner, announced that gross sales for the first quarter of 1958 have increased by 17.4 percent over the first quarter of 1957. Based on the first quarter of 1958 it would appear, claims Mr. Killgore, that the overall radio industry will look forward to another "excellent year" of business.

WICC Bridgeport, Conn., reports that 1958 first-quarter business topped the comparable period last year by 13.2 percent, marking "the greatest early-year advance" in the station's records. National business was up 56.9 percent during the quarter.

Stations: Total stations on the air, both am and fm, increased again in April—to 3,769, up another seven over March.

	Commercial AM	*Commercial FM*
Stations on the air	3,229	540
Applications pending	418	49
Under construction	88	72

Sets: Total radio set production for February 1958 was 876,891, according to the Electronics Industries Association. Automobile radios produced came to 268,445. Retail radio sales—excluding car radios—came to 519,634 in February.

At

WKLO*

we don't believe in soft sell, insinuations, or in trying to be "gimmicky" or subliminal.

We do believe in the selling power of Red Kirk, Jack Bendt, Bob Henry, Jimmy Logsdon, Wilson Hatcher, Paul Cowley, and Tommy Downs.

They're friendly, authoritative, enthusiastic, and persuasive about your product—*they* sell it the way *you* would sell it.

* February PULSE Shows WKLO FIRST—Morning —Afternoon—and Night.

Check your HOOPER too!

Represented by

JOHN BLAIR & COMPANY

WKLO
LOUISVILLE

for buyers and sellers of radio advertising

U.S. RADIO

MAY - 1958 VOL. 2 - NO. 5

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STERN WHEELERS still thresh the waters in Missouri. But the last of their breed is probably plowing across and along the state now.

KCMO-Radio: 810 kilocycles
Basic CBS-Radio, 50,000 watts

(Photo: Massie, Missouri Resources)

taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.

KCMO-radio

Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

THANKS

to everyone who wore this badge . . .
whose presence,
participation
and interest
brought success to the
First Annual Disc Jockey Convention
and Programming Seminar.

INVITATION

to send us comments,
suggestions, criticisms
which will help shape the
1959 Convention.

ADVANCE NOTICE

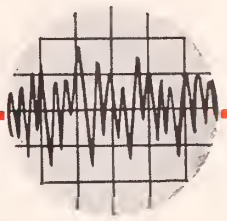
to all air personalities, broadcast,
record, music and advertising
executives: Plan to attend the
2nd Annual Disc Jockey Convention
in 1959, sponsored by . . .

THE STORZ STATIONS

Omaha, Nebraska

WDGY, Minneapolis-St. Paul
WHB, Kansas City
WTIX, New Orleans
WQAM, Miami

soundings



Dodge Takes First Place In Effective Commercials Survey

In the second spot radio commercial survey, sponsored by John Blair & Co., the Dodge Division of the Chrysler Corp. has won first place. Grant Advertising is the agency. In addition to Dodge, the top six in nationwide ranking include: Beechnut Gum and Young & Rubicam; Chesterfield Cigarettes and William Esty; Pepperidge Farm and Ogilvy, Benson & Mather, and Budweiser and D'Arcy Advertising. Award-winners were determined by the votes of 2,032 advertising and broadcasting executives.

MBS Adopts New Merchandising Program

The Mutual Broadcasting System is adopting a new merchandising program. The plan provides for local tie-ins for dealers of MBS advertisers, and for point-of-sale aids.

CBS Spot Study Shows Strength of Nighttime Radio

CBS Spot Sales has just completed a study on nighttime radio in the Chicago market. It reveals that total homes reached weekly by radio during the nighttime hours are 1,187,789, according to a Nielsen survey. This is only 65,573 fewer homes than are reached during the afternoon hours and 166,742 fewer than in the morning hours.

Top 15 Are Back For First Time Since 1952

Three of network radio's pre-tv "top 15" advertisers have bought time on all four networks this year for the first time since 1952, according to a U. S. RADIO survey of the networks. The companies are General Foods, Liggett & Myers and R. J. Reynolds (see p. 26).

Saturation Pays Off For Buitoni Foods

The Albert Frank-Guenther Law advertising agency, New York, has just issued a statement crediting radio with boosting sales of Buitoni Italian food products in Arizona. Typical of the campaigns which have increased Buitoni's average monthly sales 1,000 percent in the last few months, the agency says, is "Buitoni Day" in Tucson where six radio stations in the city were employed with a total of 450 announcements in a single day.

New Radio Sets For New Locations

With almost 100 percent of the American public owning radios at the start of 1957, RAB reveals that the more than 15 million radio sets sold that year went into new listening locations (playrooms, workshops). The study also states that radios were sold 2.4 times faster than tv sets in 1957.

WERE Undertakes Closed-Circuit Plan

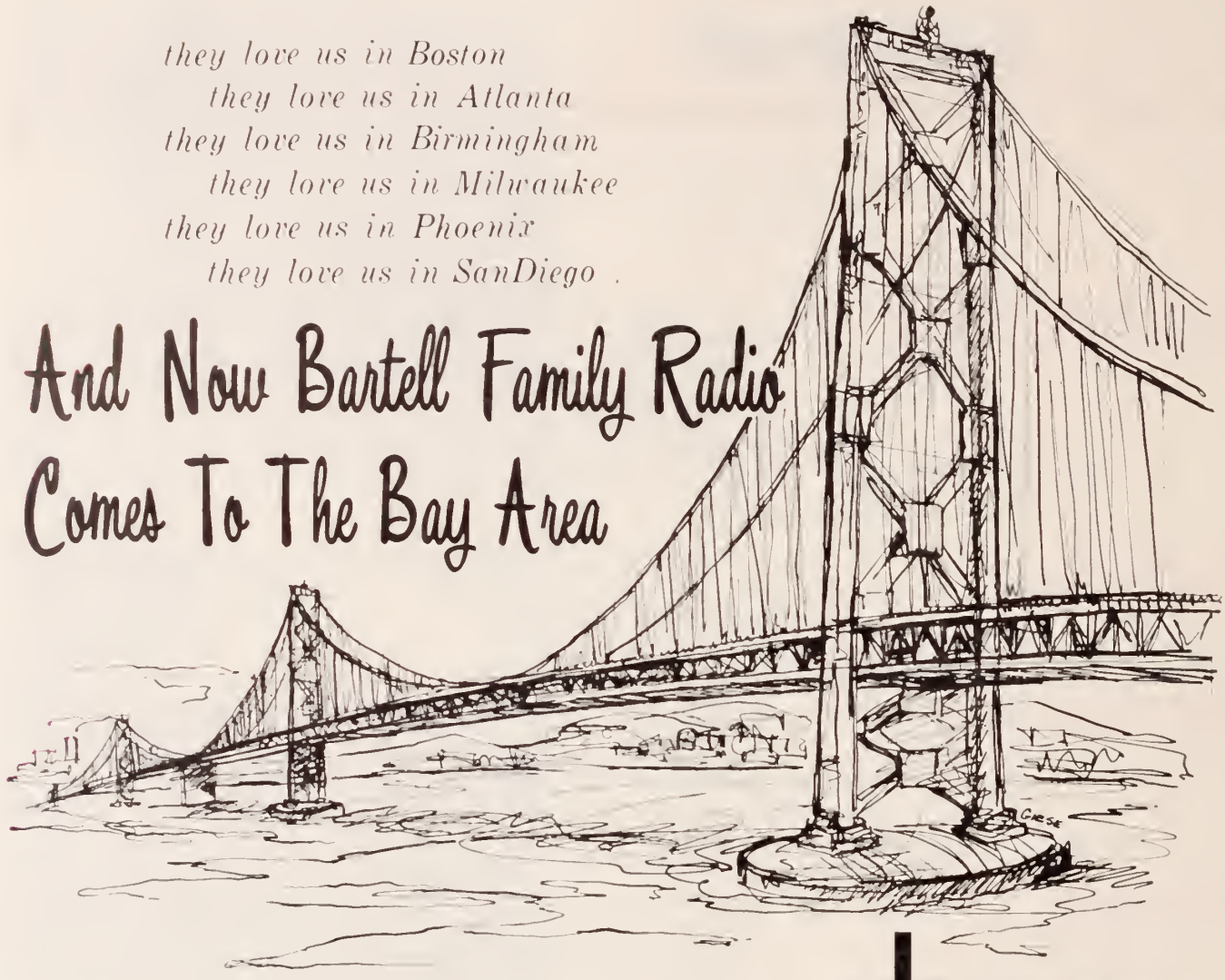
WERE Cleveland, O., is undertaking a $25-million broadcast project via direct wire tv. Richard Klaus, vice president-general manager of the radio station, announces a plan, more than a year in the making, that will use six vacant tv channels for closed-circuit broadcasts on a subscription basis. A line would be run into the home and attached to any tv set. It would operate at a monthly fee of approximately $10.

BPA Doubles Its Membership

Broadcasters' Promotion Association, in its drive for new members, reveals that in two-and-a-half years of operation it has doubled its original membership. Member stations now total 175.

they love us in Boston
they love us in Atlanta
they love us in Birmingham
they love us in Milwaukee
they love us in Phoenix
they love us in SanDiego .

And Now Bartell Family Radio Comes To The Bay Area



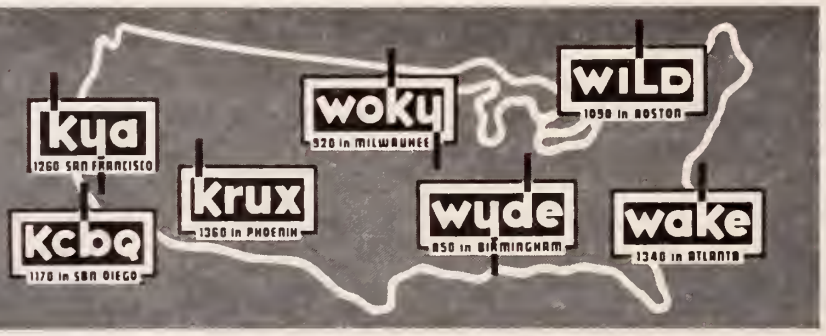
San Francisco will love

kya
1260-SAN FRANCISCO

Research reveals remarkable market variations. Bartell Family Radio creates exciting programming based upon local predilections, customs, tastes. Golden Gate people will love this radio because it is uniquely San Francisco.

Bartell It...and Sell It!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

washington

Interim Report Recommends Four-Pronged Legislation . . .

The FCC conduct inquiry by the House Legislative Oversight Subcommittee has come to a stormy halt. The issuance of an interim report has taken to task some members of the FCC for badly undermining public confidence by their actions in office. Legislation recommendations for revisions within the FCC advanced in the report: Require the FCC to adopt a code of ethics for itself and the staff; give the President clear authority to remove a commissioner for "neglect of duty or malfeasance in office but for no other cause" by amending the Communications Act which now leaves such authority in considerable doubt; forbid commissioners from accepting "honorariums," and prohibit commissioners and the FCC staff from all "outside" contacts.

. . . and Takes a Dim View of FCC Conduct

The report also raised an eyebrow at the acceptance—on loan—of broadcasting equipment by commissioners for use in their homes and expressed "serious doubt" that such arrangements were in the public interest. Among other suggestions made in the report: acceptance of government per diem when outside sources are picking up the same tab "must be avoided;" commissioners should spend more time at their desks and less in "wholesale attendance" at industry meetings.

Unsolved Problems In Radio Cited

Chiding the FCC for its on-the-road habits, the report commented: "The Commission has followed the practice of attending these meetings for many years, but important industry problems that have been pending before the Commission for many years such as clear channels, daytime broadcasting . . . to name only a few, still remain on the Commission's agenda."

Immediate Reaction: Government to Pay Trip

In view of these important hints on better behavior, an announcement has come from FCC that all six commissioners will attend the annual convention of the National Association of Broadcasters in Los Angeles—at government expense—but in the future they will not be barnstorming with much regularity at regional gatherings. In full view of the subcommittee and other interested parties such as the Justice Department and a Federal Grand Jury, commissioners have let it be known that in Los Angeles their bills will be paid once—by Uncle Sam.

Praise for Radio Networks On the Senate Floor

The necessity for radio networks was outlined recently on the floor of the Senate by Senator Andrew F. Schoeppel (R-Kan.), alarmed at the possibility that ABC was considering curtailment of operation. Reflecting Congressional concern with broadcasting and appreciation of its services not often voiced, Senator Schoeppel said: "At a time when international crises are occurring with awesome regularity, it would be most unfortunate to diminish in any way the access of the American people to any source of information that might bear upon our national well being. . . ." The need for radio is more pronounced than ever, he said, "for no other medium provides more readily news of the critical events which are inevitably shaping the destiny of the world."

FCC-FTC Budgets Set for 1959

A voice vote in the House passed and sent to the Senate a bill providing an $8.9 million budget for the FCC for 1959—a boost of $600,000 over the present figure. The Federal Trade Commission is earmarked for

If your clients give a hoot about sales . . .

. . . switch your San Antonio budget to KONO — the station that's **No. 1*** throughout the day — the station with sales appeal — the station that has more national and local advertisers than any other TWO San Antonio stations. Get the facts . . .

See your H-R REPRESENTATIVE or Clarke Brown man

*Feb.-Mar. Hooper gives KONO 28.3 share of audience with a big 17.5% sets-in-use tally

860 kc 5000 watts

KONO

SAN ANTONIO Radio

$5.95 million, the same as in 1958, although the FTC had requested a $75,000 hike. Additional funds for the FCC are intended for a personnel expansion to work on the backlog of safety and special radio applications as well as applications for am licenses.

Senate Vetoes Removal Of Excise Tax on Sets

A proposal by Senator Paul Douglas (D-Ill.) to repeal the excise tax on all radio-tv sets, at a cost of millions in annual revenue, met a hasty death when it came up before the Senate. But that's not the end of the problem for this session of Congress. By the end of June, the Senate must act on a bill at the request of the White House which wants an extension on the present taxes due for reduction on June 30. Variations of the Douglas proposal have been written into a number of bills in both houses. Some call for the elimination of the tax on all communications. Others want the tax taken off uhf tv sets.

CONELRAD: To Test Or Not to Test

NAB has taken a firm stand that a proposal made by the Federal Civil Defense Administration for an extensive CONELRAD test on May 6 (1) should be conducted during nonbroadcast hours and (2) will tell FCDA nothing it does not already know about the broadcast warning system. Whether or not to give the test the green light is up to the FCC, currently weighing its decision. Loss to broadcasters in terms of revenue will run well into the millions . . . a cost much too steep to ascertain information already available, says NAB.

Traffic Safety Hearings Hear Broadcasters' Role

A hearing on broadcasting's contribution to traffic safety campaigns was recently held by a House Commerce Subcommittee on Traffic Safety and turned up some impressive information. The subcommittee learned among other things that the broadcasting industry had originated 2,114,515,000 home impressions for traffic safety in 1957 and that this was a conservative estimate based on information available.

the *Silver Mike*

THIS MONTH:

DR. FRANK STANTON

President of
Columbia Broadcasting System

Will Receive NAB's 1958 Keynote Award

Dr. Frank Stanton, president of the Columbia Broadcasting System, has been selected as the 1958 recipient of the National Association of Broadcasters' Keynote Award for his "significant and lasting contribution to the American system of broadcasting."

Dr. Stanton is a student as well as an executive of broadcasting. He joined CBS in 1935 as its research director after resigning from the psychology department of Ohio State University. His thesis for the doctorate he received that year was "A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior." It was Dr. Stanton's research into radio of this type that led to his first job with the network.

In 1942, Dr. Stanton was elected vice president of CBS and in 1945 was appointed general manager. The next year he was elected president of the Columbia Broadcasting System Inc., parent company of CBS Radio, CBS Television, CBS Laboratories, CBS-Hytron, Columbia Records Inc. and CBS International.

The convention keynoter rose to the top of network radio in its heyday and stayed with it during the difficult years. His philosophy then is being confirmed today.

"Over the years" he has said, "the effect of radio on American life has been incalculable. Over these years, too, the dollars invested in radio have been just as incalculable.

"So massive an investment must forever stand secure. It can no more disappear than the nation's homes can melt into the ground.

"The people," Dr. Stanton declared, "have registered their continued confidence in radio. They have done it in a way that carries conviction for the business man—by investing their dollars in it."

During his years with CBS, Dr. Stanton's keen interest in broadcast research has never ebbed. He was the editor, with Dr. Paul F. Lazarsfeld, of *Radio Research, 1941; Radio Research, 1942-1943,* and *Communications Research, 1948-1949.*

Other achievements were the development, again with Dr. Lazarsfeld, of the program analyzer, one of the first automatic recording devices placed in home radios to determine accurate records of what stations are tuned in.

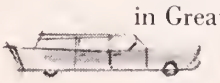
Dr. Stanton was also an early researcher into comparative measurement of the impact of radio versus print media, and the author of several articles and books on market research, psychology and radio measurement.

The CBS president was born in Muskegon, Mich., on March 20, 1908. He is a graduate of Ohio Wesleyan University (B.A. 1930), as well as of Ohio State University (M.A. and Ph.D.). He was a member of the staff of the Ohio State department of psychology, where he began his radio research, from 1931-1935. • • •

"But Boss . . .

five station wagons???
What are we getting into now,
the cab business?"

"Mobile News Patrols", he snaps.
"Two-way radios. Reporters.
On the spot coverage anywhere
in Greater Cincinnati!"



"But Boss, think of the
MONEY! Why not do it like
everyone else. Tips, second
hand stuff from the newspapers,
friends on the police force."

*"That's not how we got to be
FIRST in Cincinnati!"*

Come to think of it,
I guess he's right.

But Gosh . . . five station wagons . . .

wsai
radio
CINCINNATI
GORDON BROADCASTING COMPANY
SHERWOOD R. GORDON, BOSS
SOLD NATIONALLY BY ADAM YOUNG, INC.

We love animals — but we don't spare the horses when it comes to serving our listeners.

At both WCUE, Akron, and WICE, Providence, we operate on a very simple formula: we give the listeners exactly what they want — more music . . . more news . . . more often.

We've got the people to make good that slogan. Thirty full-timers at WCUE, twenty at WICE — and more being added.

Our music programs please listeners. Our news operations are king-sized in terms of staff, equipment and achievements.

We deliver *more* listeners per dollar than any other station in Akron, and in the Providence Greater Metropolitan Area, too.

A color film on the Elliot stations spells out the "more" story. For a print, drop a note to us or to Avery-Knodel.

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE
AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS · GOOD NEIGHBORS

PROVIDENCE, R. I.
WICE

LETTERS TO

Information Requested

Your story, *Dialing After Dark*, is quite interesting (March 1958). However, we have a client who is interested in the radio audience which exists after midnight, say between 12 midnight and 2 a.m., and I wonder if you have any data concerning this segment of listeners. Any information comparable to the 6 p.m. to 12 midnight facts will be deeply appreciated.

Richard Jorgensen
Richard Jorgensen Advertising
San Jose, Calif.

(ED. NOTE: The only information we had available on post-midnight listening was contained in the Pulse Inc. studies of three cities.)

Philip Morris

Congratulations for a job well done. (Philip Morris' use of radio, April 1958.)

Jack Latham
Philip Morris Brand Manager
Philip Morris Inc.
New York

Personal Interest

Enclosed is my check for a personal subscription . . . Congratulations on a fine addition to the trade publication field.

Gene Seehafer
Account Executive
Needham, Louis & Brorby Inc.
Chicago

Subscriptions

You and your organization are to be commended for your fine publication. I have had the opportunity in the past few months to see copies and, anxious to keep issues for reference, I ordered a subscription. Bob Yeager, our program director, did likewise for the same basic reason.

However, both Yeager and myself are somewhat disgruntled. Not until Friday, April 4, did we receive the March issue. Since the March copy was received some time ago by our promotion department, it has been circulated within our office.

Due to the time element, perhaps we just received some leftover copies of the March number in complimentary fashion, and our subscriptions do not officially take effect until we receive the current April issue. Is this the case?

Shirl K. Evans
Account Executive
WFBM Indianapolis, Ind.

(ED. NOTE: When subscriptions are received they go into effect for the next issue. The current issue is sent as a complimentary service from New York, hence the delay.)

THE EDITOR

Excerpts

We wish to congratulate you on your fine efforts in behalf of the radio industry. Periodicals such as yours devoted entirely to radio and its problems have long been needed. Your publication is more than doing its part to fulfill this need.

I would like to request permission to use excerpts from articles. These excerpts would be given suitable credit and used in mailings to local retailers.

Again, our congratulations on an excellent publication.

John Tasnady
Sales Manager
KUGN Eugene, Ore.

(ED. NOTE: Written permission granted.)

Department Stores

During a recent snow storm in Louisville, Kaufman-Straus, a department store, called us to run some 50 spots calling attention to the fact they would not be open because of the storm.

This would not have been so unusual except for the fact that they had spent some $20,000 in print media on their big spring sale, which was to run Thursday (the day of the storm), Friday and Saturday.

Since WINN could not possibly clear even one third of the spots desired, Kaufman-Straus started calling station advertisers asking them to relinquish time. To top it off one of our largest advertisers, Dixie Manor Shopping Center, which has some 40 stores, relinquished three of their newscasts for Kaufman-Straus in the afternoon.

Glen A. Harmon
General Manager
WINN Louisville, Ky.

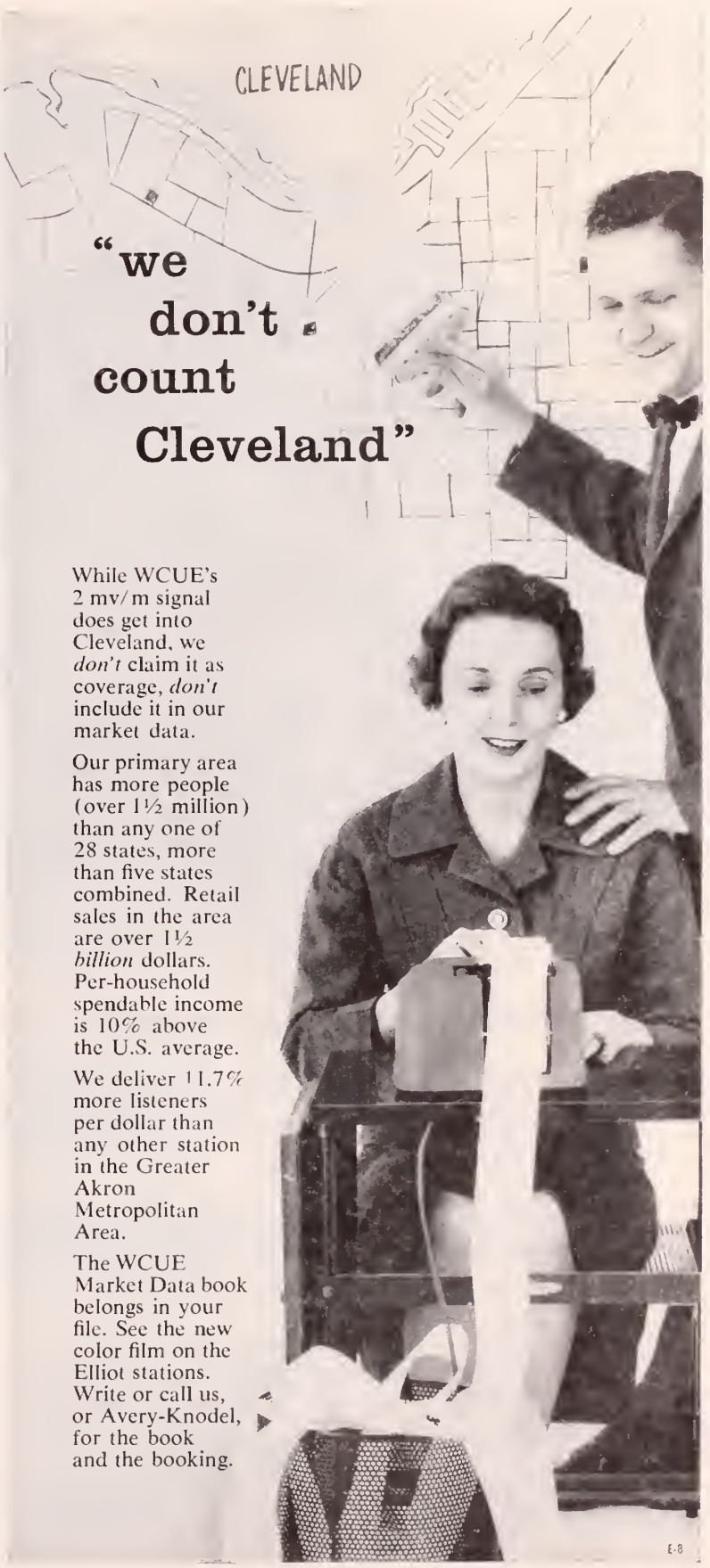
Kudos

We sincerely believe that U. S. RADIO is an excellent medium for bringing together the people who need radio and the people whom radio needs.

Polly E. Haddad
Promotion Director
WORL Boston

I have been delighted with the editorial content. We are all interested in what people are doing and especially in success stories. I, for one, would like to see more of individual cases in point.

Bruce Barrington
General Manager
WEW St. Louis, Mo.



No matter how the coin falls—Washington rates high

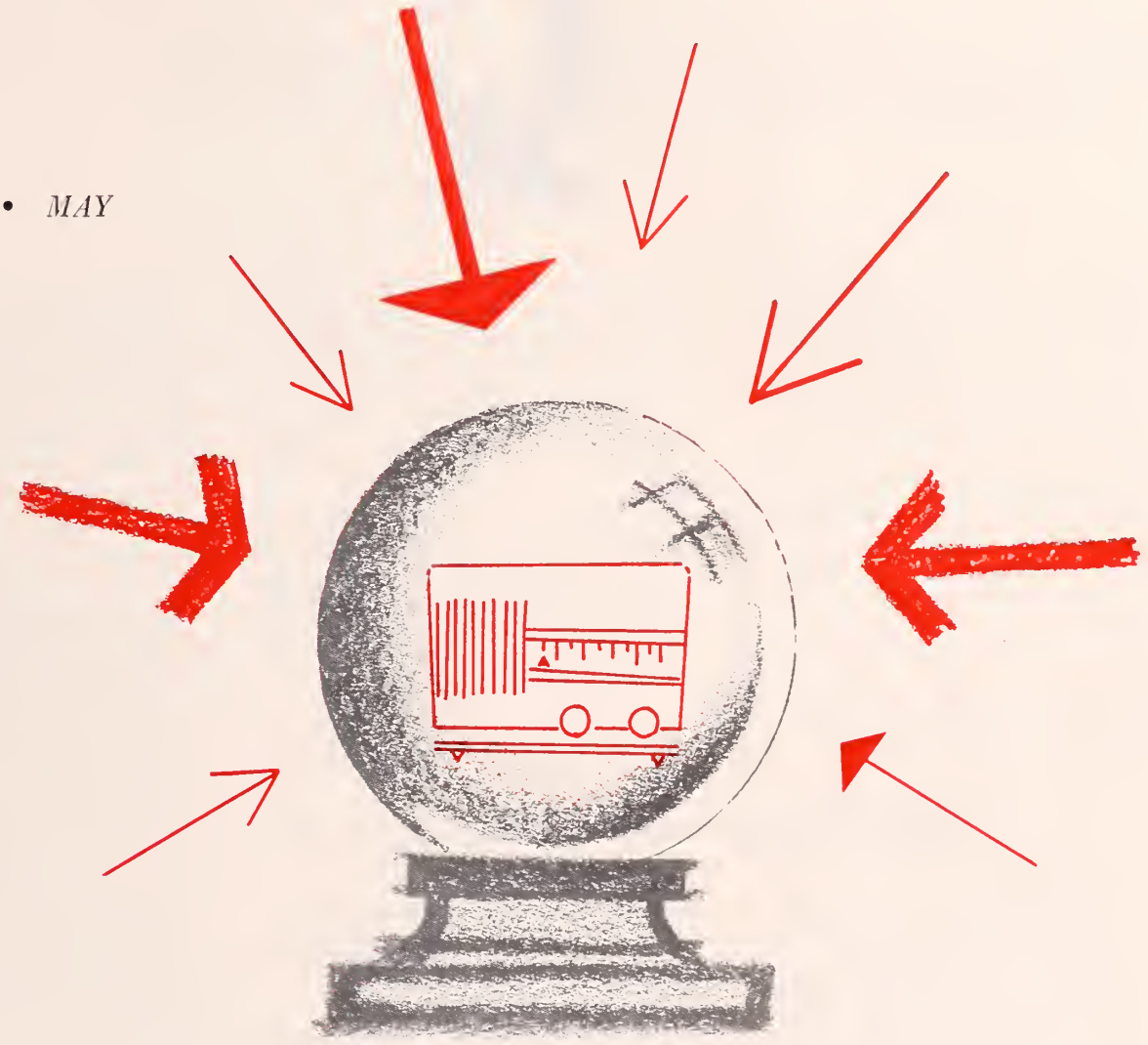
If it comes up "Family Income," consider: the 1957 *median* for the Washington, D. C. *urban* area was $6,500 — an increase of 49% since 1949 and about *20% higher* than the *U. S.* urban area median. If it comes up "Total Income," consider again: the 1957 Washington Metropolitan Area personal income total approximated *$4.6 billions.* Per capita, this amounted to $2,310 for Metropolitan Washington—compared to the U. S. average of $2,016.*

There's one more factor to consider—how best to reach *this exceptionally affluent market. And that's where* WWDC Radio *comes up—loud and clear. We have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a* listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

**REPRESENTED NATIONALLY BY JOHN BLAIR CO.*

**Economic Development Committee, Washington Board of Trade*



Radio's Future Sales Opportunities

The job of bringing in new business is being stepped up. Call it sales development or education, new product categories are being worked on

Radio makes up in sound what it lacks in sight is the way one advertising executive describes the sound medium.

As a result of the "sound" radio has been making across the country, it has found itself the fastest growing national medium. Its gain in 1957 over 1956 was 14.3 percent as compared with a 15.9 percent increase for the other three combined.

That radio's movement in advertising circles has been gaining mo-

mentum is fairly well documented. One of the chief reasons for this is that advertisers and agencies are learning more about the medium through their own research as well as through the efforts of radio salesmen.

The questions that radio and advertising people have been asking are, "Where does radio go from here? How many more advertisers will use radio and how much will they use?"

The answers to these questions seem to be not in *who* can use radio but *how* it can be used. Like most national media, radio has a universal utility.

It is largely a matter of finding the correct application of sound to the product.

As Lud Richards, radio sales development manager of Peters, Griffin, Woodward Inc., New York, describes, "Advertisers must be shown how they can sell the sizzle of a steak instead of its picture."

Measured by its reach, radio has never been better prepared to do a more effective job for more advertisers. According to newly updated set count figures released by Radio Advertising Bureau, there are 139.5 million radio sets in working order. In fact, there are 81 percent more radios in the U. S. today than in 1948, the year tv started its real push.

The role radio plays as America's constant companion is illustrated in figures that show where these sets are in use: 93 million are in homes; 36.5 million are in autos, and 10 million in public places.

There are 48.5 million radio homes in the U.S. (with only 1.9 million of these homes having radios that are temporarily inoperative).

The personalized nature of the sound medium today is revealed in the fact that an estimated 37.9 million secondary sets are in radio homes.

And outside the home, too, radio listening is on the upswing. There are 36.5 million car radios in use—more than a three million increase above last year and more than three times the number in 1948. Portable radios are now up to 8.5 million.

And these sets—both in home and out of home—are attuned to the more than 3,769 radio stations on the air.

Using these facts as a base, radio forces have been active in selling the medium to new advertisers.

Among the more spectacular "new" sales is that involving Chevrolet cars, which will spend between two and three million dollars in spot radio this year. Significantly, this buy is in the hard-goods category—a very elusive target for radio salesmen for many years. It is similar in advertising meaning to Ford's network buy of last fall, which amounted to an estimated $3.8 million (see *There's Radio in Ford's Future,* January 1958).

The number of new advertisers being won over to radio are numer-

SALES DEVELOPMENT PLANS

The following are two alternate plans John Blair & Co. offered to a major food account that ultimately went into spot radio. The anticipated yearly expenditure for each plan was about $2.5 million. Because it was a food product, it was suggested that announcements be concentrated on Thursday, Friday and Saturday.

	Plan A	Plan B
Markets Covered	Top 40	Top 100
% U.S. Radio Homes in Coverage Area (SRA base)	60%	86%
Radio Homes in Coverage Area	28,700,000	41,100,000
Announcements Weekly	100	54
Average Rating per Announcement (nine-city composite)	4.5	4.5
Gross Weekly Rating	450	243
Gross Weekly Homes Reached	129,200,000	100,000,000
Gross Weekly Listeners Reached (at 1.6 listeners per home)	206,700,000	160,000,000
Total Weekly Cost	$48,100	$48,800
Cost per 1,000 homes	37¢	49¢
Cost per 1,000 listeners	23¢	31¢

PARTIAL LIST OF NEW SPOT RADIO ADVERTISERS*

January-April 1958

FOOD

A & P Tea
American Home Prod. (mushrooms in brown gravy)
Armour Chili Con Carne
Brer Rabbit Molasses
Brock Candy
Calavo
Comet Rice
Fanny Farmer Candy
4 Fisherman Fish Sticks
Heinz Baby Food
Lea & Perrins Worcestershire Sauce
Mrs. Wagner's
Red L Frozen Fish Dinners
Sunkist
Taylor Packing Co.
Weston's Biscuits & Cookies

HOUSEHOLD

Alcoa Building Products
Alcoa Wrap
Bakelite Co. Paint Ingredient
Butchers Wax
Cat's Paw Rubber Co.
Crown Zellerbach—Paper Products
Eveready Garden Supplies
Fab Gloss (auto polish)
Glade
Griffin Shoe Polish
Lever Bros.—Praise
Pittsburgh Paint
Sterling Silversmiths
Yes Tissues

DRUGS & COSMETICS

Barbasol
Campho Pheneque
Cashmere Bouquet
Colgate Dental Cream
Mum Deodorant
Revlon—Hi & Dri
Sal Hepatica
Woodbury Soap

AUTOMOTIVE

Champion Spark Plugs
Chevrolet Motor Division
Ohio Oil Co.
Quaker State Motor Oil
Rayco Mufflers
Sun Oil

MISCELLANEOUS

Armour's Big Crop Fertilizer
DuPont—Remington Mall Chain Saw
Hamilton Watch
Kentucky Club Pipe Tobacco
Maiden Form Bras
Owens Corning Glass
Pacific Gas & Electric Co.
Playtex Gloves
Ronson Electric Shavers
Standard & Poors
United Aircraft

*As compiled by John Blair & Co.

ous and are difficult to count. The reason for this is that not all so-called new advertisers are ones that never have used the medium. Some have been absent for a period of time, like two years, and in a sense are considered new.

New Accounts

John Blair & Co., radio station representative, has prepared a list of 55 new spot radio accounts that have come into the medium from January to April 1958.

One of the accounts listed is Chevrolet cars. Industry forces, among them Blair, were largely responsible for influencing the company to buy spot radio, in addition to its network radio use.

A Blair delegation, headed by Art McCoy, executive vice president, went to Detroit last summer and held special meetings with the client and its agency, Campbell-Ewald Co.

A leading argument of the presentation was that the best way to convince the car-driving public that it is time to switchover from their present vehicle to a golden anniversary "Chevvy" was to reach them through car radio.

Blair stations also cooperated by cutting special commercials for the presentation showing the effectiveness and variety of radio use. It turned out that a major stumbling block preventing spot radio use in the past was that the dealers had convinced the company that they were utilizing radio to the fullest locally.

The industry's sales development effort was successful and Chevrolet started its spot campaign in January.

The problem of getting new dollars for radio also involves increasing expenditures for the sound medium by advertisers who presently use radio but in proportionately small quantities.

Kevin B. Sweeney, president of RAB, states, "Radio does all right with the medium-sized advertiser that has between $500,000 and $1.5 million to spend on advertising for a particular product or brand. The big job ahead for radio on the national level is to convince the largest advertisers to increase their comparatively small radio outlays."

Mr. Sweeney cites three product categories that demand the greatest attention today: food (including household cleaners), drug and automotive.

In selling competitively against other national media, Mr. Sweeney notes that spot radio competes against the newspaper sales story, while network radio is paired off with magazines.

There currently is a wave of activ-

(Cont'd on p. 82)

Jack Burton, advertising manager, Colonial Stores super market chain.

Sells with Regional

Colonial Stores, southern and midwestern super market chain, was practically out of radio until 1956. Will spend $236,000 in 1958

Five years ago only 53 percent of the nation's retail food chains included radio in their advertising budgets, according to figures released by the Super Market Institute. Today, the same source reports that 95 percent of all chains use radio, including 100 percent of chains with 100 stores or more.

As recently as two years ago Colonial Stores, a regional food combine, was among those chains that used next to no radio. Colonial, which now owns 461 stores situated in 239 cities in 11 southern and midwestern states, has increased its radio expenditures substantially to a point where it will spend $236,000 in the sound medium in 1958.

Colonial's sales volume has increased from $100 million to $442 million in the 18 years since its agency, Liller, Neal, Battle & Lindsey Inc. of Atlanta, Ga., took over the 56-year-old firm's account, according to C. K. Liller, the agency's chairman of the board.

What has sparked radio's phenomenal growth in the super market industry—an industry that has tradi-

Radio

tionally relied almost entirely on the print media?

Jack Burton, advertising manager for Colonial, provides part of the answer when he speaks for his own firm: "We feel radio is a very important medium for food retailers. It has flexibility not found in other media which is vital for us because of our changing prices. Radio serves us both as a hard-sell price medium and also as an institutional medium in which we emphasize our service, friendliness and the quality of our goods."

Effectiveness

As an example of the medium's effectiveness for Colonial, Mr. Liller cites a market in which his client discontinued all newspaper advertising and substituted a saturation campaign of radio announcements over several stations.

"It was found that there was no decrease in sales because of this change," Mr. Liller states. "The total amount spent for radio was considerably less than the amount previ-

This modern Colonial store is an example of the food store chain's selling philosophy . . . to make it a pleasure to shop for a necessity.

C. K. Liller, bd. chmn., LNB&L.

Clay Scofield, account executive.

ously spent in newspaper advertising."

Colonial now uses 115 radio stations in 104 markets. The company will use a large, high-power station if there are a number of stores within the area covered by such a station. If the stores are principally confined to a small surrounding area, the firm uses smaller stations. Another reason for the use of smaller stations is to capitalize on local listening loyalty, the agency states.

Spots are placed within high-rated shows usually announced and hosted by personalities with a strong community following.

In the short span of two years, the food chain and its agency have refined the mechanics of station selection and copy distribution into a kind of advertising science.

This is remarkable not only because of Colonial's relatively short-term experience with radio, but also because of the complex nature of the food chain's operation.

As an example of the "scientific method" being applied by Colonial and its agency to radio advertising, Mr. Burton reports a brand new experiment designed to use radio to reach all income groups.

Income Levels

In one market only, Colonial has bought spots on four radio stations as contrasted with the usual policy of using one or two stations per market. The stations were selected on the basis of the estimated income level of their listeners. Those in use are: a negro station, two general area stations (one independent, one network) and a good music station. This quadruple buy was made, Mr. Burton reports, "to bracket all income levels. So far," he says, "we are pleased with the results."

For its regular radio schedule, ac-

cording to LNB&L's Mr. Liller, Colonial follows one of two patterns regarding the number of spots aired per station.

"In one group of cities we run 20 one-minute announcements a week on an every other week basis. This is done," he says, "because throughout Colonial's territory most companies seem to have pay days twice a month and the weekends following these pay days are our heavy sales weekends.

20 a Week

"The other group of stations is used on a 20-spot-per-week basis throughout the year. Such stations are in the larger more important sales areas where this more intensive coverage is warranted.

"Whether we run on an alternate-week basis or every week," Mr. Liller continues, "we air approximately 75 percent of the spots on Thursday, Friday and Saturday and the other 25 percent during the early part of the week. This is, of course, because over 75 percent of all sales for the week are made during the weekend."

(A survey made by the Coca Cola Co. shows that 45.2 percent of the nation's women shop on Friday and 36 percent on Saturday. The study also states that 77.6 percent of all food shoppers buy in bulk on one day and fill in when necessary during the rest of the week.)

The spots broadcast during the early part of the week, Mr. Liller reports, are generally institutional in nature. "In this connection we have been using for the past year a very popular one-minute jingle, which has been extremely well received throughout Colonial's territory."

Another agency spokesman believes that this use of music, combined with an institutional approach, is unusual in the super market field.

Announcements used during the latter part of the week usually consist of 20-second institutionals and 40-second strong price sells. The institutional portion is a 20-second lift from the one-minute jingle, for which pressings are supplied to all stations. The "sell" part of the announcements usually features three to five specials including mention of price and is delivered by the local announcer from typewritten scripts supplied by the agency.

Clay Scofield, LNB&L's account executive for Colonial, describes the highly-organized system used by the client, the agency and the radio stations to insure fast price copy for each market.

Each week, Mr. Scofield says, Colonial's six divisional advertising managers teletype the agency's Atlanta offices giving the products and the prices to be featured in their areas the following weekend. Announcements are written on the same day and air-mailed to the stations. When faster service is required, the Colonial supervisor or store manager in a given community will give instructions to the station.

Yearly Contracts

As a rule, Mr. Scofield says, 52-week contracts are placed with each station. The agency asks the stations for a list of adjacencies and the "times decided upon are definitely specified in our orders."

Radio's use in a particular market, Mr. Liller says, is determined, like all media, by the prevailing sales volume. "In this way the total advertising expenditures are kept in relation to sales, market by market."

Radio first wedged its foot in Colonial's door on an organized basis in 1956, although prior to that time the food chain had used one-minute announcements spasmadically throughout its territory.

In a sense, radio came up through the ranks at Colonial because its value was first recognized by the six divisional advertising managers who operate under Mr. Burton. These men had the authority to use radio announcements within their divisions in connection with special sales and contests. "It was the growth of this medium, independently used by these ad managers," Mr. Liller says, "that eventually made it wise to put radio on an organized basis."

Institutional Sell

In the institutional approach used by Colonial the chain emphasizes the modern convenience and design of their outlets. About four years ago the distributor began a large-scale revamping of their stores pointing toward consumer comfort and operational efficiency.

The new stores feature expanses of glass windows, red brick exteriors and 37-foot lighted towers of steel framework which support the "CS rooster," and which at the same time project downward through the roof to become—inside the store—elevated offices for the store managers.

Merchandise shelves are at eye level for easier reaching. Windows are poster-free. The lighting is fluorescent and the music is soft.

As Nancy Carter, Colonial's director of home economics, says, "Colonial is a woman's store as well as a food store."

New outlets are added each year, with Georgia presently at the head of the list with 123 stores. North Carolina and Virginia follow with 92 and 85 stores, respectively. Ohio contains 74 Colonial stores; South Carolina has 40; Indiana has 16. Alabama follows with 12 stores and Kentucky is next with nine. Tennessee and Florida have five and three Colonial stores, respectively. • • •

A radio farm editor interviews an expert, as WJR Detroit reporter Marshall Wells broadcasts from the Michigan State University Dairy Department during his regular series.

Live entertainment is provided by Pat McCaffrie on his WGN Chicago show.

RADIO FORMATS:

What Is Radio

What is radio today?

Is it a slick nationally-practiced concept of music and news, as many people would have others believe? And if it is, has our quest for economy of words reduced this idea into a glib, verbal straight jacket that has created a mental image of sameness?

Critics of radio programming today are eager to vent their arguments. Radio is a juke-box medium that sounds alike from station to station and from market to market, they say. Radio, they charge, is programming for the teenager who, as Mitch Miller recently said, comprises "12 percent of the population and zero percent of the buying power."

There is perhaps some justification in all these barbs. And yet these criticisms contain more than their share of superficiality. For certainly in a medium that has nearly doubled in stations since 1950 to 3,769, there must be value that is apparent to the listener and the advertiser.

There must be universal interest—

At the root of the news, WTTM Trenton, N. J., general manager Fred E. Walker (right) elicits comment from Governor Robert B. Meyner at the New Jersey State Fairgrounds.

KONO San Antonio, Tex., newsmen are ready to roll at a moment's notice for on-the-spot broadcasts. Mobile units are a key part of news operation.

Today

Survey shows that radio has a myriad of faces. Music and news are broadened to mean entertainment and information

and even excitement—for Americans to have bought 15.4 million radio sets in 1957, more than in any other single year in radio's history.

To try and shed some light on the question of what is radio today U. S. RADIO sampled stations across the country on their programming formats and their approaches to community and advertiser acceptance. The returns indicate that radio has as many faces as there are colors and shades in a rainbow.

In examining the replies one thing becomes clear. The broad stream of music and news has many tributaries. As interpreted by most stations this concept means entertainment, information and public service.

And the many forms and shapes this takes are numberless. It can be music of all description, drama, live variety, news (local, regional and national), sports and conversation or talk.

What follows is an analysis of the many concepts of 1) music and entertainment and 2) news and information, as reported by stations who responded to the questionnaire.

Probably the greatest variation lies in the programming and selection of music.

The music of the Bartell Group, writes Gerald Bartell, president of the seven-station group, follows more traditional patterns of "artful melody and inventive lyrics." It is programming for the family audience concept. "And while Bartell radio does not rule out music of current popularity, it is placed in a context

A large staff gathers, edits and broadcasts news for WKY Oklahoma City, Okla. All are professional radio news men.

The radio station has become an integral part of every community. Here WTIX New Orleans, La., entertains a group of youngsters.

Accident victim is heard on the air minutes after mishap as WSB Atlanta reporter, who heard police report in mobile unit, interviews him at hospital. Speed like this is a radio-only quality.

of musical programming frankly designed for the family taste."

The guidepost of the Bartell operation is continual updating and refinement. "Ideas are eaten up week by week . . . program formats are devoured almost daily . . . transcribed stagings and settings for our music and features must be renewed and freshened continuously."

Majority of People

Todd Storz, president of the Storz Stations of four outlets, declares, "Our desire is that our stations shall please the majority of the people the majority of the time. We try to be a *Daily News* . . . not a *Times*."

Mr. Storz states, "Our format was built on the premise that it is not within our province to dictate, by censorship, programming tastes to the American public. . . . We felt that a control of music to the extent that we could not play certain selections because they didn't meet with our wholehearted approval would be very akin to thought control."

Specifically, this is what the Storz operation involves:

"Within the general framework," Mr. Storz says, "we also believe that the public has a great appreciation for a really progressive sounding operation. This means rapid-fire production, extensive use of produced e.t.'s, a top news department and, most important, disc jockeys who can attain and keep a loyal audience following."

At KEX, Portland, Ore., the music programming philosophy is to "broadcast a continuous alert blend of predominantly popular music, paced and balanced by new versions of old standards and coming hits." The impression the station is trying to build is "warm companionship and friendly, courteous service," KEX indicated in its reply.

A popular trend in music today is the programming of current hit tunes. One such station is KEXO Grand Junction, Colo., which describes its programming concept as "strictly music."

"We use all national and local surveys to build our top 50—then we delete all the raucous, repetitious rock 'n roll, but use the better numbers from that category."

The goal of WVKO Columbus, O., is "faster-moving radio entertainment." The keystone of this concept is "good standard music."

Stays With Standards

Another station that programs standards is KIXL Dallas, Tex. "The station's music policy is that of good popular music with absolutely no rock 'n roll, western, hillbilly, race or religious selections. KIXL does not adhere to the top 40 or top 100, or any other such designation; but stays with standard pop tunes and old selected favorites."

In its reply, WEW St. Louis, Mo., proves that one man's poison is another man's meat and potatoes. The station has aligned its music schedule to feature country and western music. WEW's concept has added significance because the wheel of music programming has taken almost a full turn at WEW. In 1937, it adopted a variety station approach with emphasis on old-fashioned hillbilly music. This lasted until 1951 when the format was changed to include only classical music. After four years, the station experimented and finally hit upon its present approach.

Since 1936

One of the stations that has programmed "good music" since it went on the air in 1936 is WQXR New York. As opposed to trying to reach a general audience, the station seeks out a specialized audience of music lovers. A key aspect of this programming rigidity is its advertising policy. In 1944, WQXR put a ban on singing jingle commercials which is essentially still in effect. In addition, certain standards are established to screen products and copy.

Locally-originated live music is another side to radio's myriad approaches, judging from the replies.

Listeners count on radio to take them to local and national sport events. In the booth at an Elkhart, Ind., event is the WTRC broadcasting crew, typical of radio sports coverage all over the country.

This is Bill Jackson of WPTF Raleigh, N. C., "spinning the platters." Disc jockeys are often the best known of local radio personalities.

In addition to recorded shows, WGN Chicago features a country music group on the daily *Country Fair*. The station recently completed an *Essays in Music* series comprising outstanding young musical artists in the community. An orchestral unit also is used during portions of a nightly recorded show as well as on two afternoon shows. In addition, WGN presents a weekly concert by the Fifth Army Band. From time to time, the station conducts remote orchestra pickups.

Heart of Ozarks

KWTO Springfield, Mo., in the heart of the Ozarks, programs country music shows, many of which are live. Some of its staff musicians also appear on network radio and tv shows that feature this type of music.

Another station that programs some live music is KWKH Shreveport, La. Part of the day, the station programs folk music for its rural audience. An offshoot of this has been KWKH's origination for national consumption of *The Louisiana Hayride* on Saturday night. On Sunday, the musical pendulum swings to *Opera Matinee* and the New York Philharmonic Orchestra. KWKH also presents drama in its varied programming service. "By diversified programming, we mean programs for all ages and all economic groups. We play all kinds of music, present all kinds of drama and all kinds of news and information programs."

A musical format employing the night club approach is used by WORL Boston. It is called the "950 Club." The broadcast is split into 15-minute segments. Each unit is called a stage and features a different artist—either a vocalist, a band or a group. The same artist is not repeated too often in one week, WORL states, nor is one artist heard at the same time from day to day. The station tries to build an element of curiosity so that listeners will try to figure out what the next 15 minutes will feature.

The recorded selections played are based on a concept of music past, present and future.

WWJ Detroit bases its music operation around the WWJ *Melody Parade*. This is derived through a compilation of record sales in the Detroit area as checked against a list of records approved for air by the station. Records that appear on commercial lists which do not meet WWJ standards are deleted.

Station Defines

The station's standards do not automatically eliminate any performer. But a song must meet the requirement of "more enjoyable music" as defined by the station.

A thorough screening process also is employed by WEJL Scranton, Pa. The station states that it carefully avoids anything that remotely resembles rock 'n roll and all "loud, brassy instruments as well as the shouting, saloon-type vocalists and vocal groups."

Individual Merit

According to the return from WIND Chicago, a different approach is followed in the selection of its music. "We do not discriminate against any particular type of music, feeling that each record or selection should be judged on its individual merit and not banned because it had the unfortunate fate to be categorized as something less than desirable," the station reports.

"Thus within the bounds of good taste and proper programming," WIND states, "we play all types of music and feel that this programming is calculated to have mass appeal."

WIND does eliminate "the more raucous records, the non-musical records and records which are extreme in any direction."

The musical approach of WINN Louisville, Ky., features standard popular music 24 hours a day, seven days a week. The station plays to the "great middle class with sweet pop—no rock 'n roll, country and western,

Before the home team plays its game, the Washington Senator fans enjoy meeting lovely Miss Washington, sponsored by WWDC in its annual contest.

no hillbilly and no lowdown blues."

In programming its music, WPEN Philadelphia, Pa., builds the format around its personalities. In hiring its m.c.'s, the station uses three criteria: their ability to entertain, to sell products and move merchandise, and to perform before live audiences. As part of its personality concept, WPEN in 1954 built a restaurant-studio on the first floor of its building. This is used for nighttime programming. From 9 p.m. to 5 a.m. every night, shows are programmed with live studio audiences.

At WMIX Mt. Vernon, Ill., the emphasis on the d.j. is slightly different. Here, a full-time music librarian and not the d.j. determines the music to be played on any given program. The personality is encouraged, however, to provide ideas in building individual programs.

The musical content at WMIX is based on a "balance between vocal and instrumental numbers; between various types and styles of vocalists or groups, and between moods created by instrumental music."

While many stations program for the general audience, an equal number slant their format at a particular segment, the questionnaire survey shows. WHTN Huntington, W. Va., programs its music for the adult audience. It plays current favorites with a melody interspersed with old standards, some of which have modern arrangements.

And WAND Canton, O., programs for the homemaker between the ages of 25 and 55. The station uses disc jockeys, women as well as men, but between the musical selections adds news and hints about homemaking. These vignettes are limited to one minute in length and may range from fashion news to the latest methods in diapering the baby.

WING Dayton, O., offers programs to all "mature listeners," and steers away from "an overwhelming appeal to teenagers."

"Radio for grown-ups of all ages" is the slogan of WGAR Cleveland, O., which offers a balanced schedule of classical and popular music, but does not emphasize rock 'n roll.

WSB Atlanta caters to an adult audience by programming 90 percent of its music for mature listeners. The station intersperses its music with conversation and talk during the evening hours.

And WQXI Atlanta also appeals to the adult audience by presenting a variety of music, ranging from old to very new.

Record Survey

WGTO Cypress Gardens, Fla., programs a variety of music from top tunes to standards. It surveys record stores in its area twice weekly and catalogs the top tunes. The sales of albums and re-releases are also included and are programmed as they appear on the survey.

After years of trial-and-error production, KALL Salt Lake City, U., has come up with a format called "New Sound." It is based on the idea of a fast-paced flow of popular music.

Many stations, keenly aware of the variance in audience composition at different times of the day, have adopted dual personalities. KSON San Diego, Calif., for example, programs the top 50 tunes plus newcomers during the daytime, from 6 a.m. to 6 p.m. In the evening, KSON introduced a new format called "San Diego After Dark," aimed more at the adult audience. It features music that people can relax by, using an

Today stations such as KSON San Diego, Calif., are ready to go anywhere for a news beat. Helicopters are a part of many radio stations' mobile set ups.

assortment of "oldies" and listenable modern tunes plus top albums and semi-classical numbers.

WNEB Worcester, Mass., appeals to all age groups. It publishes a weekly top 50 sheet that is compiled from actual record sales in the metropolitan area.

In Huntington, W. Va., WSAZ also caters to the broadest range of listeners. WSAZ, according to its reply, reports that its audience is "slower-paced, more rural minded than a strictly metropolitan station," so that programming ranges from farm services to a Monday evening classical music block.

Key Factor

One of the key factors in the presentation of musical programming is the quality of the transmission. As a consequence, the engineers at many stations are kept in close contact with the format. At WKAB Mobile, Ala., the engineering staff is closely supervised. "This is of prime importance," the station states, "because not only do they cut many transcriptions which must be of top quality, but the levels of all voices and music on the air must be kept uniform. Their job is to give WKAB a sound of first-rate production."

A development of this is that weekly meetings are held with the programming and engineering departments.

News programming on radio has presented a continual challenge to broadcasters. Radio's immediacy has placed the medium in a position of prominence as a prime source of news as it is happening. Stations across the country have incorporated news as part of their basic format. Indeed, many stations report that they program primarily news and interpretation. Others say they use the popular five-minute news break at the hour. Between these two divergent applications lie various approaches, ranging from mobile units on the local scene to network reports from remote corners of the globe.

KGB San Diego inaugurated a new format last February that is based on news and information. The approach is called "Pulsebeat" and is programmed seven days a week from 5:30 a.m. to midnight. It contains news and information on current issues, events and people.

One week's programming consists of 281 news and commentary programs; 107 local news programs; 22 local discussion and interview programs, and 80 entertainment programs centered around personalities.

The reply from KSTP Minneapolis, Minn., indicates that it has an extensive news operation comprising 18 full-time newsmen. Its mobile facilities include five cars equipped with two-way shortwave radios. A four-passenger helioplane also is on full-time news duty. A radio dispatching room with two full-time dispatchers is in constant touch with the mobile equipment as well as with all police, fire, highway patrol and sheriff's calls.

Local and area news reports at WLW Cincinnati, O., are channeled through the station's Communications Exchange (Comex). National and international news is provided by network feeds. The station places great emphasis on news and weather. In fact, a total of 267 newscasts are broadcast each week, coupled with 165 weathercasts per week from WLW's own weather station which is staffed by three accredited meteorologists. An original touch also is given to farm news by WLW. Its program, *Everybody's Farm,* centers around the station's own typical midwestern farm located at Mason, O.

Before the Papers

The accent on local news and sports is provided by WSTV Steubenville, O. "We aim to be first with the local news before the papers get a crack at it," the station declares. WSTV starts "piping local news to our audience—fresh morning copy—no later than 6:30 a.m. We offer three 15-minute across-the-board programs every weekday at 9:30 a.m., 1:30 p.m. and 6:15 p.m." WSTV covers high school, college and sandlot sports.

For a radio station, a natural extension of the news function is public service. It is just this idea that is behind the programming of WTTM Trenton, N. J. The impression it is trying to build is that of a community institution.

"We try to create the impression of service 24 hours a day, whether we are broadcasting information regarding traffic congestion, rerouting of public transportation due to fires, strike meetings, service club meetings or school closing because of inclement weather."

To support its service programming, WTTM concentrates heavily on local news and local news in-depth reporting with on-the-air features involving the actual voices of the people making the news.

Mutual Exchange

The Elliot stations, WCUE Akron, O., and WICE Providence, R. I., also emphasize the news-in-depth with regular commentaries on the news and with editorials. They are currently programming a feature called *Speak Up Neighbor,* which permits a mutual exchange of ideas on current happenings by listeners. The news formats of both stations are a part of an overall programming concept that is designed "to convey to listeners a strong station personality which is at once warm and friendly, interesting and exciting, dynamic and thought-provoking."

The service theme, built around its news operation, also is used by KRMG Tulsa, Okla., as reported in its reply. An example of what this can mean to a community came to light last May 17 to May 21 when the area was hit by disastrous floods. KRMG in that four-day period presented a total of 153 remote broadcasts from four mobile units. About 90 percent of all newscasts were devoted to flood information. The total time consumed by the remotes amounted to 10 hours and two minutes.

In Rochester, N. Y., last February's blizzard, described as the worst in the city's history, was the occasion for WVET to exercise its news and service idea at a critical time. With the use of its full-time mobile unit, WVET not only provided a first-hand account of the storm and street conditions, but the vehicle also lent a hand where needed.

The idea behind the news format at WTRC Elkhart, Ind., is "to present to the public any happening of local interest when and where it happens through 11 local newscasts every day, supplemented with NBC *News on the Hour,*" the station states. "We have two battery-operated tape recorders to take to the

(Cont'd on p. 85)

Today's Network Is Sold to Multitude Of Advertisers

As a result of changes in economics since 1949, networks now cater to large numbers of advertisers

A decade ago 15 advertisers accounted for more than 40 percent of all network revenue, while today they constitute less than 20 percent of network billings, U. S. RADIO estimates. Although as a result of this radio revolution the networks now draw their revenue from a much wider selection of national advertisers, the top 15 are again looming as substantial prospects on network horizons.

All signs point to the fact, however, that they never again will approach their pre-television position in network billings. This, instead of discouraging many network spokesmen, is considered in most quarters to be healthy on the theory that there is safety in numbers.

One indication of their expanding interest in network radio is that of the 15 firms listed in 1949 by NBC as radio's top spenders, a survey of the four major networks shows that three of these have already bought time this year on all four networks, an event that has not occurred since 1952. The same number have invested in three networks, while four firms have bought into two—and the year is yet young.

Those scheduled on all four are: General Foods, Liggett & Myers, R. J. Reynolds. On three networks: American Tobacco, Lever Brothers, Sterling Drug. On two: American Home Products, Colgate-Palmolive, General Mills, Gillette. Rounding off the top 15 with one network each: Miles Laboratories, Campbell Soup, Philip Morris, Swift and Procter & Gamble.

While it is well known that the top 15 have drastically cut their network spending in the last 10 years, it may come as somewhat of a surprise that only two of these giant advertisers ever abandoned network radio entirely during that period. The other 13 kept a foot in the door for each year since 1949.

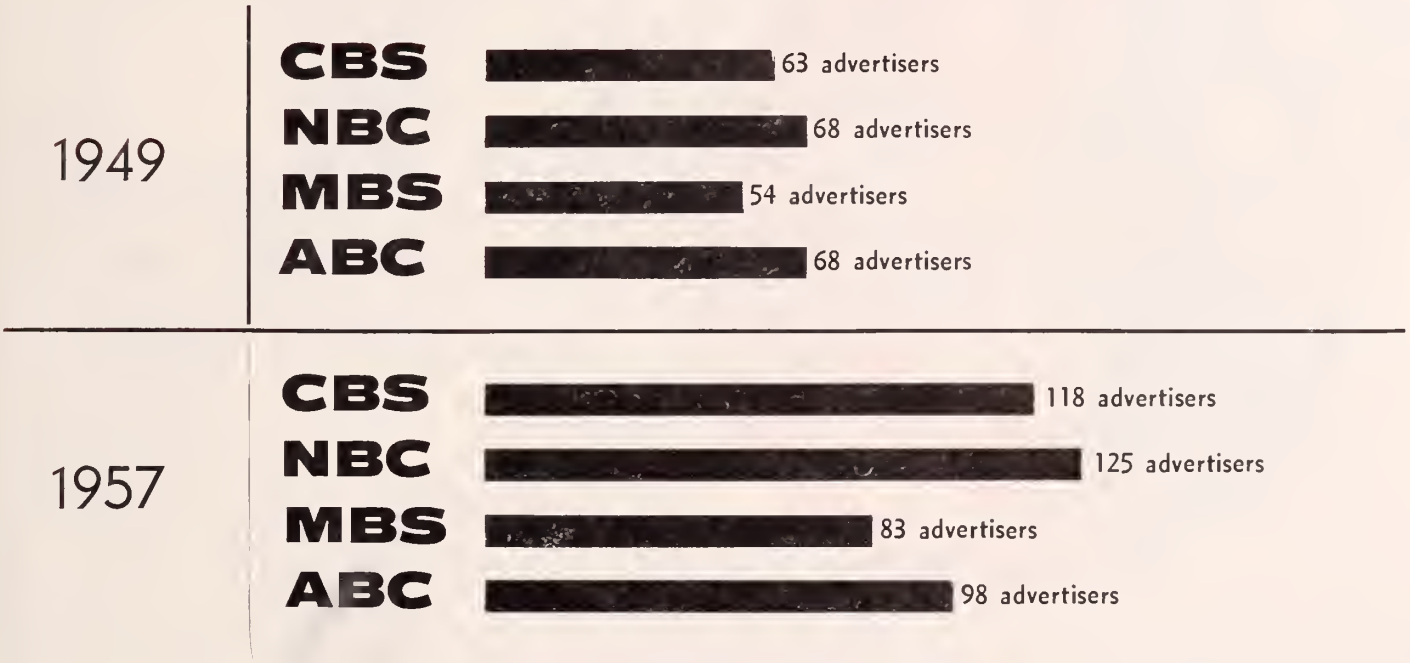
Come Back

The American Tobacco Co. and Campbell Soup Co. left network radio in 1956 and 1957, respectively, but are back this year with buys on NBC. The tobacco company has already contracted time with CBS and MBS as well.

Although figures on the top 15 network expenditures are unavailable after 1954, it is interesting to note that three of the four networks had their worst years since 1949 at different times—which perhaps indicates that the top 15's severest blows to network radio did not come all at once. (Low years, for example, were: NBC 1955; ABC 1953; MBS 1956.)

In the last two years, network radio has emerged as different from its old self as a butterfly is different from a caterpillar, and evidently the top 15 and many other national advertisers are taking another look.

They are scanning, among other things, the increasing number of network sponsors. Ben Lochridge, national sales manager, CBS, reports that in 1949 his organization had a total of 63 advertisers, while in 1957 there were 118. Howard Gardner, manager of radio network sales development, NBC, states that in 1949 his network had 68 advertisers, as opposed to 125 in 1957. Hal Gold, public relations director, MBS, reveals that in 1949 Mutual had 54 advertisers as contrasted with 83 last year. John White, national sales manager, ABC, says that in 1949 American had



Source: Number of advertisers on each network for the years indicated, as reported by the networks.

68 advertisers while it had 98 in 1957.

Each of these four network spokesmen find the broadening of the advertising base a healthy situation for the industry. As one of them says, "It's safer not to have all your eggs in a few baskets. Now if several sponsors drop out we don't feel it to the extent that we did 10 years ago."

Listening Habits

All attribute the changes in both advertiser characteristics and program formats primarily to the oft-discussed alteration in America's listening habits after tv. ABC's John White says, "The difference between network radio a decade ago and today might be compared with the difference between a deer rifle and a shotgun. Then an advertiser fired a few bullets and reached everyone while today he must fire many to reach the same number of people. This has resulted in the trend away from long-term, large time buys. This is why we sell 10-second spots now and no segments longer than five minutes, except for the news."

Mr. White believes that network radio offers several important advantages to any advertiser because he can consolidate an extensive amount of commercial time with one buy and one order. The advertiser and agency buying job is thus simplified and he gets "lots of tonnage"—mass audience—in the bargain.

Mr. Gardner of NBC adds that network radio's new look has broadened the whole selling field, resulting in increased numbers of sponsors. Those who never could afford network radio before now find that it is well within their means. "For example, the minimum buy on our network 10 years ago would have been around $260,000 for a 15-minute sponsorship on a regular 13-week cycle. Now you can buy a minimum of minute spots a week at $1,000.

He also points out that as a result of changes like this, whole new product categories have been opened up to radio, particularly the soft goods field. In other fields, relative newcomers are Evinrude Motors and the Hertz-Rent-A-Car Co.

Mr. Gardner believes that the trend toward small participations will "never be reversed and that program sponsorships will only succeed with institutional advertising." He cites the *Bell Telephone Hour* as an example.

On the other hand, CBS's Mr. Lochridge states that in his opinion there will always be a sizeable place for program sponsorship. "Network radio has room for two areas and program sponsorship is finding increasing favor today with advertisers and agencies." He mentions the *Jack Benny Show* sponsored by the Home Insurance Co., the *Philip Morris Music Show* and the Lowell Thomas broadcasts bought by Delco.

Sponsor Choice

Mr. Lochridge emphasizes the importance of giving the sponsor a choice between segmented formats, daytime serials and "the best regular programs with well-known personalities."

Mutual's Mr. Gold points out that in his opinion "advertisers are not paying top dollars for talent today as they did 10 years ago. They get this in tv. Now they are paying fees for the medium, hence the lowering of rates and the greater number of sponsors." • • •

65% of National Shoes total ad budget to radio

National Shoes Sells 'the Sound Of It

In radio continuously for 18 years, the shoe firm attributes much of its growth to the sound medium. The northeastern chain relies on radio to reach all members of the family and all types of communities

National Shoes and its agency, the Emil Mogul Co., have been closely associated since 1940. Here at a plans meeting are (left to right) Emil Mogul, agency president; Myron A. Mahler, v.p. and creative director for air media; Louis Fried, president of National Shoes, and Milton Guttenplan, v.p. and account supervisor. The executives met to plan the biggest spring ad campaign in the history of the family shoe firm.

When a National Shoe Store moves into a new community, radio introduces it to the public because, as the chain's president says, "We want them to get the sound of it!

"The first thing we look for when entering a new area or adding a new store," Louis Fried reveals, "is a good radio station."

Radio has been the primary advertising medium of National Shoe Stores Inc. since January 1940, when the firm became one of the first three clients of the Emil Mogul Co. Inc. and put its entire advertising budget of $50,000 into the sound medium.

Expenditures in radio today account for 65 percent of National's overall advertising budget and that ratio has been maintained for most of the past 18 years. The total ad budget is more than 10 times greater than in 1940.

"Our use of radio expands directly with the expansion of the chain," says Mr. Fried, who also directs his firm's advertising. When National Shoes started in radio it had 35 retail outlets; now it has 150 in 98 communities in New York, New Jersey, Massachusetts, Connecticut, Maryland and Pennsylvania. And in the past fiscal year, National's sales of its "popular-priced" line rose to a record $23,706,184.

"We didn't stay with radio so consistently all these years through faith alone," says Mr. Fried. "We were just as conscious as any other advertiser as to the readjustments radio would have to make with the advent of tv.

"But we also knew, through our own direct tests, that radio as a medium continued to be the most advantageous to National Shoes."

National executives report that they are constantly reminded of radio's part in the growth of their business, for often, when they go into one of their stores, they hear a customer singing or whistling their jingle:

National Shoes . . .
Ring the bell . . .

The radio jingle, in fact, has inspired National's trademark, and the bell appears on all advertising and promotion—and even on the shoe box. It was written in 1944 by Myron A. Mahler, now vice president and air media creative director for Emil Mogul.

At present, National is engaged in the heaviest spring advertising drive in its history, with more than 800 one-minute commercials for its line on 30 stations. Backbone of the campaign is the perennial jingle with variations, including the sound of the bell and copy consisting of dialogue among customers in dramatic situations.

"Keeping in mind that it takes a much more unusual message to gain attention these days because times, audiences and listening habits have changed," says Milton Guttenplan, agency vice president and account supervisor, "we have developed new techniques for our commercials.

"We don't believe in gimmicks for their own sake, however. Any device should lend itself immediately as a vehicle for telling the commercial story."

New Series

The new series of commercials feature "entertaining dialogue" based on "ring the bell" situations. The sound of a bell replaces the word, and the type of bell—telephone, door, typewriter, dinner, school, or the one you ring to signal a bus driver—sets up the situation. Dialogue follows and the jingle finishes up.

"The techniques used here," says Mr. Guttenplan, "have their origin in those developed during the period when soap opera was in its heyday. We have merely taken advantage of the many dimensions available in radio."

One problem facing a "family shoe store," according to Mr. Guttenplan, is that it must reach all members of the household. Another is that National's stores are located in downtown sections, in suburbs and on highways.

"Radio has the flexibility needed," states Mr. Guttenplan, "for National Shoes' policy of serving customers wherever they may be. This is especially pertinent in regard to the highway stores now opening. And radio stations, even more than printed media, have kept pace with the movement to suburbia.

"As to reaching all members of the family, our messages are directed at women and mothers in the morning, at men and young men adjacent to news programs, at teenagers on their favorite disc jockey shows, and so on.

"Radio also affords us the flexibility of taking into consideration customer buying habits in an area," Mr. Guttenplan continues. "It gives us the advantage of running messages according to weather, season and local conditions."

Media Testing

National has a special method of media testing which it employs each fall. It is a special discount offer made "to listeners to this program." Listeners are asked to write to National, giving their name and the time and station. In return they receive a 15 percent discount certificate.

"It's amazing the information that these tests reveal—qualitative and quantitative," declares Mr. Guttenplan. "Not only do we get a comparison of stations but we are able, through the structure of the tests, to compare spots and programs within a station's own schedule."

The tests results are also used to evaluate the effectiveness of the commercials, taking into consideration the conversion factors of certificates into sales. And timebuyers are aided by a correlation of radio time and number of customers, and by an area coverage map indicating which stores are helped most by the messages.

Stations Welcome Tests

"We feel this is as exact as you can get in measuring which station is doing the best job," says Mr. Guttenplan. "And we find that stations welcome the tests because most feel that mutuality of interest between stations and advertisers is more than just a lip-service term, and that stations can only prosper to the extent that their advertisers prosper."

The Mogul people have only one complaint against radio. There are a few station managers, they say, who will occasionally feel that demand is the sole factor in determining rates.

For the most part, however, National and its agency have nothing but praise for "the medium to which we owe a great deal of our success."

"The flexibility of radio is its greatest feature," Mr. Fried notes. "Stations have been educated to meeting the requirements of the advertiser in so far as frequency of the schedule is concerned: giving a peak schedule in season and cutting back at other times. Many station managers have learned to see-saw sched-

ules to meet the needs of advertisers.

"And most stations have done a good job," Mr. Fried adds, "in disciplining themselves in the realm of double and triple spotting."

What about National's future in radio? With the chain in the midst of long-range expansion program calling for a 200-store operation in an extended geographical area, the answer is: more radio.

"National never left radio," declares Mr. Fried. "Radio is our primary medium."

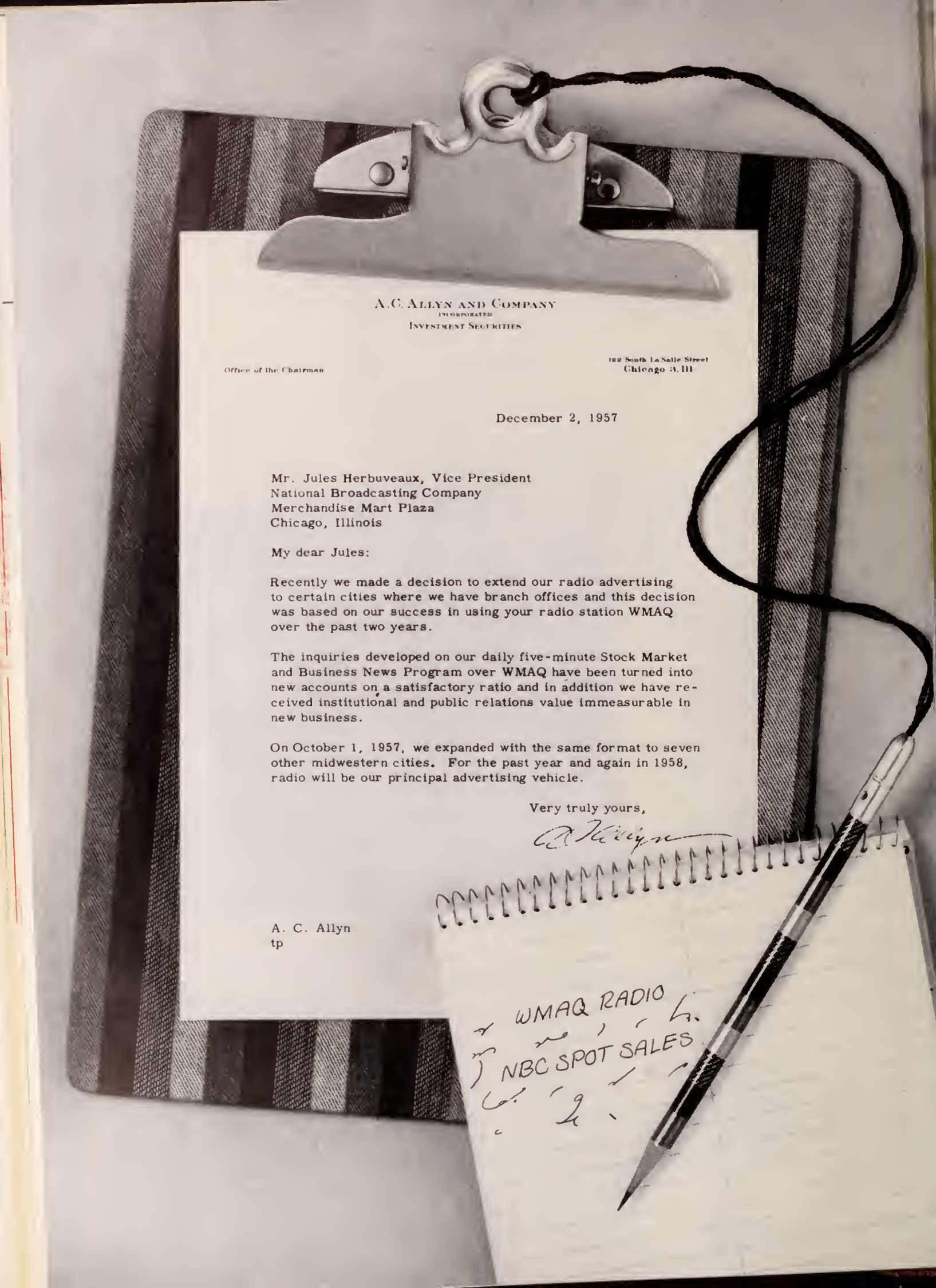
At the agency level, thought is being given to future campaigns even as the new one is launched. "We may well come up with new techniques next time," says Mr. Guttenplan. "Even though we are using transcriptions at present, we might go back to announcers. Radio, after all, has achieved success through its personalities."

Increasing Business

Mr. Fried also looks to the future, reminding the stations that they "have an obligation to do everything in their power to create the stimulus for increased business in the community they serve.

"We did not listen to the prophets of doom a few years back, but stayed with radio. We now look to the stations," he concludes, "to continue to maintain the same interest in audience building in these good times for radio." • • •

Agency team goes over a new National Shoes jingle variation in a pre-production briefing by Mr. Mahler, singing and playing. Standing (left to right) are Denise James, copywriter; Jeanne Harrison, executive radio-tv producer; Mr. Guttenplan, and Alfred Paul Berger, vice president and copy chief. The "National Shoes Ring the Bell" jingle, Mr. Mahler's first effort along these lines, was written more than 14 years ago.



A.C. ALLYN AND COMPANY
INCORPORATED
INVESTMENT SECURITIES

Office of the Chairman

122 South LaSalle Street
Chicago 3, Ill

December 2, 1957

Mr. Jules Herbuveaux, Vice President
National Broadcasting Company
Merchandise Mart Plaza
Chicago, Illinois

My dear Jules:

Recently we made a decision to extend our radio advertising to certain cities where we have branch offices and this decision was based on our success in using your radio station WMAQ over the past two years.

The inquiries developed on our daily five-minute Stock Market and Business News Program over WMAQ have been turned into new accounts on a satisfactory ratio and in addition we have received institutional and public relations value immeasurable in new business.

On October 1, 1957, we expanded with the same format to seven other midwestern cities. For the past year and again in 1958, radio will be our principal advertising vehicle.

Very truly yours,

A. C. Allyn

A. C. Allyn
tp

WMAQ RADIO
NBC SPOT SALES

r buyers and sellers of radio advertising

U.S. RADIO

1958

36TH ANNUAL CONVENTION

APRIL 27—MAY 1

LOS ANGELES

NAB

ATIONAL ASSOCIATION OF BROADCASTERS

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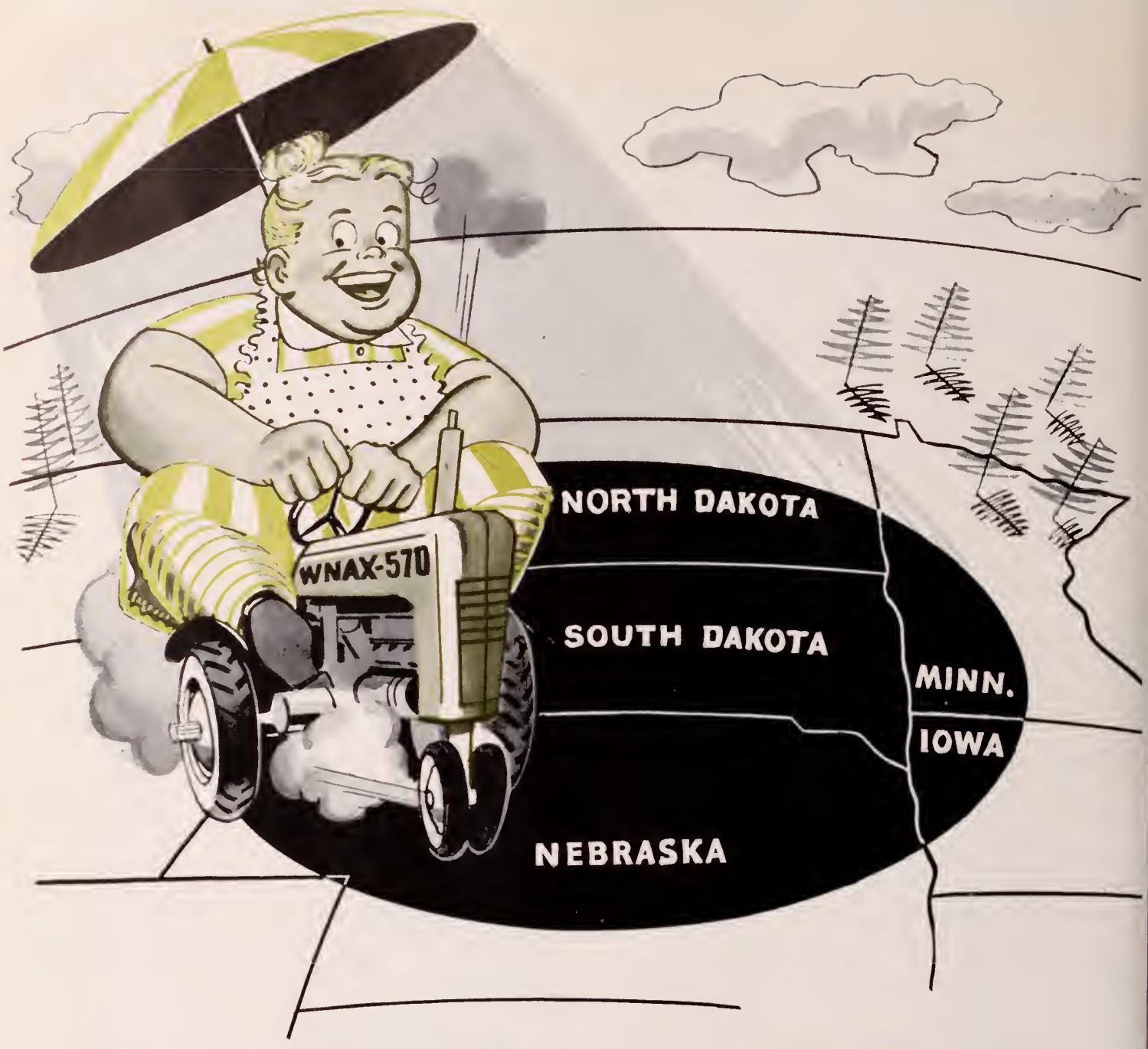
U. S. RADIO IN SUITE 2133

BILTMORE HOTEL

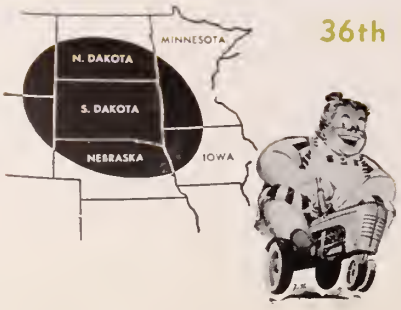


there are 175 counties and over 600,000 radio homes under Big Aggie's Umbrella*

That's a big chunk of these United States but check these other important facts about WNAX-570.

- America's 41st Radio Market**
- 2,217,600 People*
- 600,000 Families**
- Over $3 billion spendable income*
- 66.4% Share of Audience**

Big Aggie Land is a vast expanse of our country whose boundaries are defined by the power of one radio station—WNAX. Its total farm income is 3rd in the nation. In livestock sold, Big Aggie ranks 2nd. In crops, 4th. Her listeners have money to spend and it's no wonder Big Aggie has done such a consistently good job for her advertisers. When Big Aggie talks about a product, listeners know they can believe what she says.



36th ANNIVERSARY OF WNAX—1922-1958

WNAX-570

Yankton, So. Dak.
CBS Radio

Peoples Broadcasting Corp.
Don D. Sullivan, General Manager
Nick Bolton, Commercial Manager
Represented by Katz

*SRDS Estimates
**NCS #2

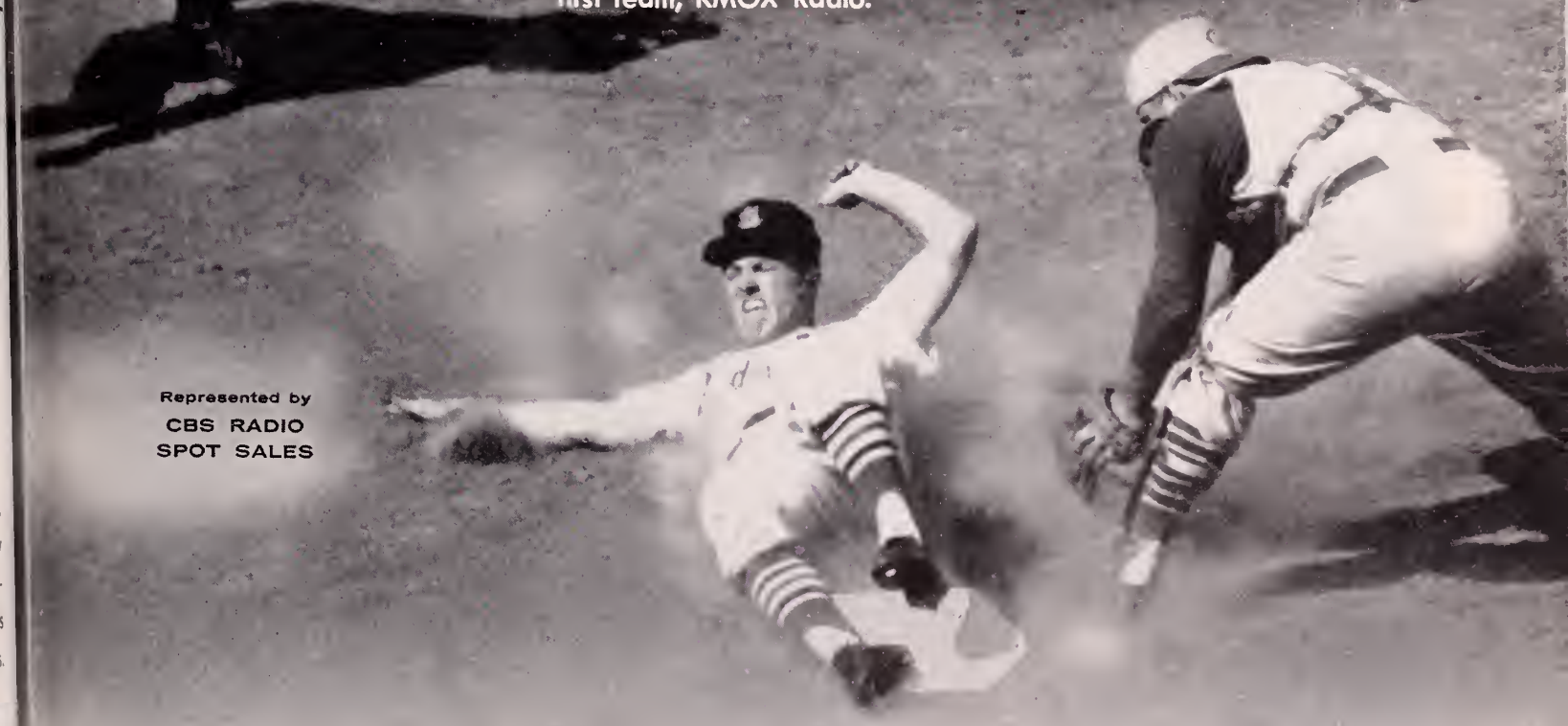
BIG LEAGUE RADIO

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game . . . the authoritative voice of a respected newscaster . . . a favorite CBS Radio Network drama . . . a lively local personality show . . . a thoughtful public interest feature: these are the components that build 24 hours of *foreground* listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners *really* listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.



Represented by
CBS RADIO
SPOT SALES

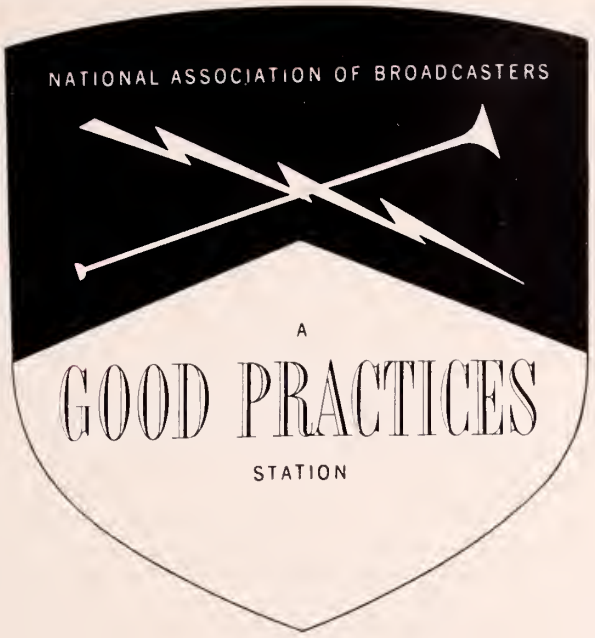
KMOX CBS
50,000 Watts
RADIO
"THE VOICE OF ST. LOUIS"

In the leadership spotlight ...WGN - radio!

WGN LEADS ALL OTHER CHICAGO MEDIA IN HOMES REACHED!

That's why top-drawer advertisers buy WGN-radio in Chicago.

And you will be in the best of company when you join the nation's smartest time-buyers who select WGN with confidence year after year. Because WGN helps sell millions of dollars worth of goods for these top-drawer clients. New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost.



NAB Convention Meets in Los Angeles

The 36th annual get-together slates busy radio agenda. Highlights: outlook, good practices, fm and audience measurement

Harold E. Fellows, president of NAB.

John F. Meagher, NAB radio vice pres.

It's NAB convention time, the 36th annual get-together of the leaders of the broadcasting and advertising industry. On the agenda are 17 management sessions and 15 panel discussions to take place at the Biltmore and Statler hotels in Los Angeles. Radio should get its share of the billing.

Radio was an infant industry when a handful of forward-looking broadcasters pooled their opinions on its destiny and emerged with a single thought: A strong organization was vital to a strong industry.

Their thinking resulted in the formation of the National Association of Broadcasters in 1922.

The first convention was held the year following the organization of NAB — October 11, 1923, at the Hotel Commodore, New York. It is perhaps doubtful that any broadcaster at that first annual meeting could have envisioned "Radio-1958"—140 million radios in 48.5 million homes with what amounts to almost 100 percent national saturation, 3,769 stations supplying the listening public with entertainment, information, public service, music and news around-the-clock.

In all, the delegates to the 1958 meeting can pick and choose among some 30 speakers and 50 panel members discussing more than 40 subjects. This is a long jump from October 1923 — that one-day meeting when broadcasters were concerned primarily with their need for more air space and a desire to see a Federal Radio Commission established.

Delegates from the radio side will be particularly interested in Tuesday afternoon's radio management conference led by John F. Meagher, NAB vice president for radio. Leading a discussion of "This Business of Radio — Inventory 1958" will be F. Merrill Lindsay Jr. of WSOY Decatur, Ill., chairman of the NAB Radio Board.

Also participating will be F. C. Sowell of WLAC Nashville, Tenn.; Frank M. Headley, president of the Station Representatives Association, and Matthew J. Culligan, head of the NBC Radio network.

And on Wednesday afternoon, radio delegates will hear Worth Kramer of WJR Detroit, chairman of NAB's Committee on Radio Standards of Good Practice, speak on the relationship of good practice to good business.

That same day RAB's presentation, "Your Future is Sound," will feature Kevin B. Sweeney, RAB president, and John F. Hardesty, RAB vice president. Also, E. K. Hartenbower of KCMO Kansas City, Mo., chairman of the NAB Radio Research Committee, will moderate a panel discussion on "Measuring the Radio Audience."

A Thursday morning session for radio management will be devoted to an All-Industry Radio Music Licensing Conference. • • •

MAY IS NATIONAL RADIO MONTH

May marks the observance of National Radio Month.

For the first time it has been extended from a week to a month, and promotion plans are proportionately bigger than ever before.

Scheduled to tie in with the NAB convention, National Radio Month will spotlight the sound medium throughout the country.

Sponsoring the observance are the National Association of Broadcasters, the Radio Advertising Bureau, the Electronic Industries Association and the National Appliance Radio-Tv Dealers Association. Coordinator for the promotion is John F. Meagher, NAB's vice president for radio.

Mr. Meagher reports that major trade and civic organizations have been notified of the industry's plans and that many have pledged cooperation with local stations. Congressmen have also expressed willingness to help by sending special recorded messages to stations in their constituencies. Radio set manufacturers and dealers are planning advertising support.

Individual stations must bear the major responsibility for the success of National Radio Month, however, Mr. Meagher points out. To aid broadcasters, a special promotion kit has been prepared and mailed to all NAB members. Non-member stations have received part of the material in order to make the observance as widespread as possible.

The theme for the month and for the kit is "Radio is close to you . . . at home . . . on the move . . . in your community . . . radio is close to all America."

Newspaper mat in NAB kit

The promotion material is built around these aspects of radio's service to the American people, Mr. Meagher says, and is one of the most comprehensive ever distributed. It includes a series of more than 70 spot announcements, a list of 72 promotion and program ideas and designs for reproduction of tangible promotion items such as bumper strips, matchbooks and decals.

Other items are a specially-written speech which can be adapted to local use, news releases for on-the-air use and for newspapers, a fact sheet on radio, a sample proclamation for Radio Month, quotes from national leaders, a compendium of excerpts from letters from major civil and fraternal organizations and trade groups and a specially-designed mat for use in printed material and newspapers.

Mr. Meagher believes that this kit contains most of the tools needed for making National Radio Month the best radio promotion in NAB history.

RADIO AGENDA

SATURDAY, APRIL 26

9 a.m. to 5 p.m.

REGISTRATION
Galeria, Biltmore Hotel

SUNDAY, APRIL 27

7 a.m. to 7 p.m.

REGISTRATION
Galeria, Biltmore Hotel

10 a.m. to 2 p.m.

BROADCAST MUSIC INC.
BOARD MEETING & LUNCHEON
Cleveland & Mission Rooms, Hotel Statler

12 p.m. to 7 p.m.

EXHIBITS

Biltmore Hotel:	*Hotel Statler:*
Second Floor,	*Garden Room*
Ballroom Foyer,	*Wilshire Room*
Grand Ballroom	*Los Angeles Room*
	Assembly Room

3 p.m. to 4:30 p.m.

MBS AFFILIATES MEETING
Conference Room #2, Biltmore Hotel

3:30 p.m. to 5 p.m.

CLEAR CHANNEL BROADCASTING SERVICE MEETING
Conference Room #5, Biltmore Hotel

3:30 p.m. to 5 p.m.

DAYTIME BROADCASTERS ASSOCIATION MEETING
Conference Room #8, Biltmore Hotel

4:30 p.m. to 6 p.m.

MBS AFFILIATES RECEPTION
Conference Rooms #3, 4, Biltmore Hotel

MONDAY, APRIL 28

8 a.m. to 9:30 a.m.

QUALITY RADIO GROUP BREAKFAST
Conference Room #7, Biltmore Hotel

10 a.m. to 12 p.m.

"FORWARD MOVING FM"
Music Room, Biltmore Hotel
Presiding: RAYMOND S. GREEN
WFLN Philadelphia, Pa.

2 p.m.

LABOR CLINIC
Music Room, Biltmore Hotel
Presiding: LESLIE C. JOHNSON
WHBF Rock Island, Ill.

4 p.m. to 5 p.m.

WAGE-HOUR SEMINAR
Music Room, Biltmore Hotel

TUESDAY, APRIL 29

10 a.m. to 12 p.m.

JOINT SESSION
Biltmore Theatre
(Management and Engineering Conferences)
Keynote Address: DR. FRANK STANTON
President of C. B. S.
Presentation of Keynote Award: HAROLD E. FELLOWS
President of NAB
Address: HON. JOHN C. DOERFER
Chairman of FCC

12:30 p.m.

LUNCHEON
Biltmore Bowl, Biltmore Hotel
Address: MARION HARPER, JR.
President of McCann-Erickson
Special Feature: DAVID HARDACRE
National co-winner, Voice of Democracy contest

2:30 p.m. to 5 p.m.

RADIO MANAGEMENT CONFERENCE
Pacific Ballroom, Hotel Statler
Presiding: JOHN F. MEAGHER
Vice President for Radio, NAB
"THIS BUSINESS OF RADIO-INVENTORY 1958"
F. S. Sowell, WLAC Nashville, Tenn.
Frank M. Headley, President of SRA
Matthew J. Culligan, Vice President in Charge, NBC Radio
"RADIO'S ROLE IN NATIONAL DEFENSE"
Honorable Robert E. Lee, FCC; other government and industry executives.

5:30 p.m. to 7 p.m.

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION RECEPTION
Pacific Ballroom, Hotel Statler

7 p.m.

BROADCAST PIONEERS BANQUET
Golden State Room, Hotel Statler

WEDNESDAY, APRIL 30

9:30 a.m.

JOINT SESSION
Biltmore Theatre
Panel Discussion: Membership of the FCC
Moderator: MR. FELLOWS

12:30 p.m.

LUNCHEON
Biltmore Bowl, Biltmore Hotel
Address: HAROLD E. FELLOWS
President of NAB
Special Feature: EDWIN W. EBEL
Chairman, radio-tv committee, The Advertising Council

2:30 p.m. to 5 p.m.

RADIO MANAGEMENT CONFERENCE
Biltmore Theatre
Presiding: MR. MEAGHER
"GOOD PRACTICES ARE GOOD BUSINESS"
Worth Kramer, WJR Detroit
"YOUR FUTURE IS SOUND"
RAB Presentation. Kevin B. Sweeney, President of RAB; John F. Hardesty, Vice President
"MEASURING THE RADIO AUDIENCE"
Moderator: E. K. HARTENBOWER, KCMO, Kansas City, Mo.
Panelists: Representatives of the rating services

7:30 p.m.

ANNUAL BANQUET
Palladium, 6215 Sunset Blvd.

THURSDAY, MAY 1

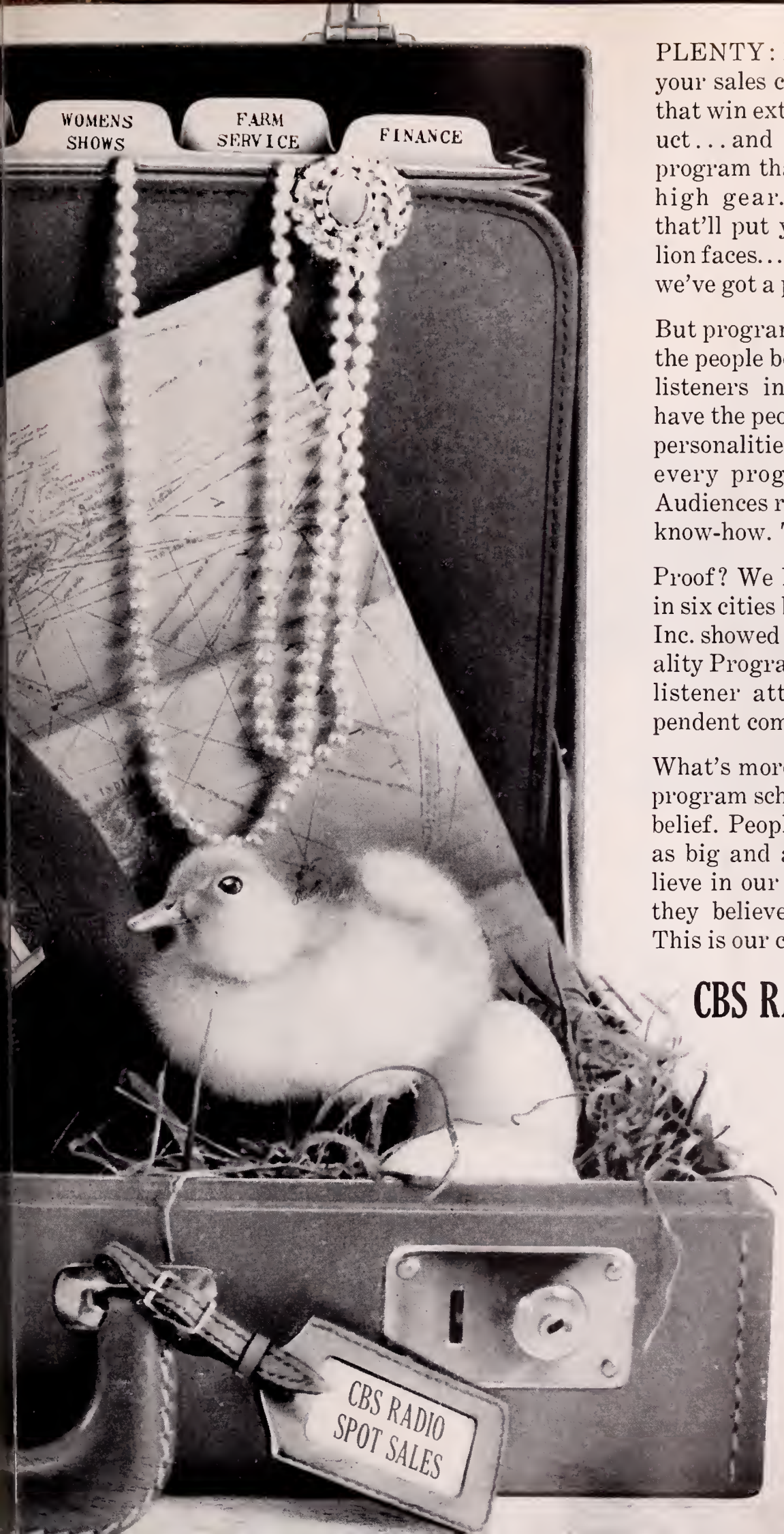
10 a.m.

RADIO MANAGEMENT CONFERENCE
Pacific Ballroom, Hotel Statler
All-Industry Radio Music Licensing Conference
Chairman Pro Tem: ROBERT T. MASON, WMRN Marion, O.

12:30 p.m.

LUNCHEON
Biltmore Bowl, Biltmore Hotel
Presiding: MR. FELLOWS
Special Feature: Industry tribute to Dinah Shore for her contribution to radio-tv entertainment
ANNUAL BUSINESS MEETING
ADJOURNMENT

What's in it for you?



PLENTY: Live Music to swing out your sales campaign. Sports events that win extra points for your product... and that's not all. A Farm program that'll put your tractor in high gear. A Women's feature that'll put your cosmetic on a million faces.... You name the product; we've got a program that can sell it.

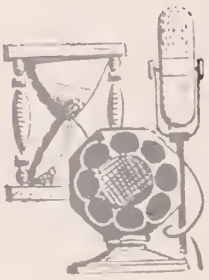
But programs alone don't do it: It's the people behind them that convert listeners into customers. And we have the people—over 200 top-flight personalities that breathe life into every program and commercial. Audiences respond to this vigor and know-how. They respect it.

Proof? We have it: A recent study in six cities by Motivation Analysis, Inc. showed clearly that our Personality Programming gets far greater listener attention than the Independent competition.

What's more, the very scope of our program schedule inspires audience belief. People think of our stations as big and authoritative. They believe in our programs. And finally, they believe in *your* commercials. This is our case. It can be yours.

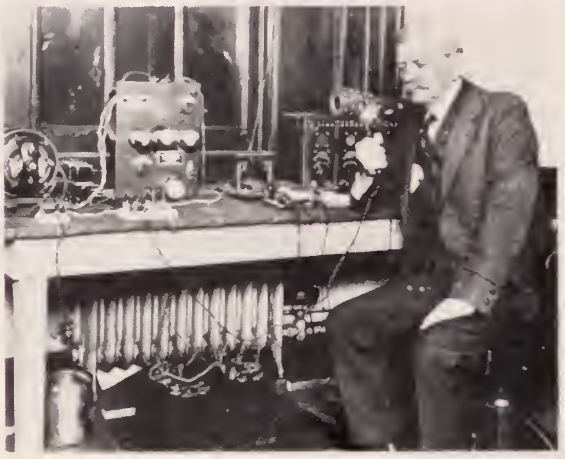
CBS RADIO SPOT SALES

WCBS, New York
WBBM, Chicago
KNX, Los Angeles
WCAU, Philadelphia
WCCO, Minneapolis-St. Paul
WEEI, Boston
KMOX, St. Louis
KCBS, San Francisco
WBT, Charlotte
WRVA, Richmond
WTOP, Washington
KSL, Salt Lake City
WMBR, Jacksonville
KOIN, Portland
CBS Radio Pacific Network and CBS Radio New England Network.



Radio's First 38 Years

Place a 1958 transistor beside one of Dr. Lee de Forest's 1906 audion vacuum tubes and the "growth" of radio seems anomalous, indeed. But radio men are not fooled by semantics. Radio has grown into cars, onto beaches, out of clocks, along kitchen shelves, between bedroom furniture. It will bloom soon on millions of wrists. And, above all, it will continue growing to enrich the lives of listeners in almost 50 million homes and to produce the best-informed people in the world. Only radio can be companion, informant, entertainer, force. Outlet for a Mary Margaret McBride, an Orson Welles, a Father Coughlin, a Mortimer Snerd, an FDR. Axis of a nation on election day, Pearl Harbor Day, V-J Day, World Series Day, everyday. This picture history needs 1,000 pages to be complete. It's just a taste of the last 38 years of radio's many, many flavors.

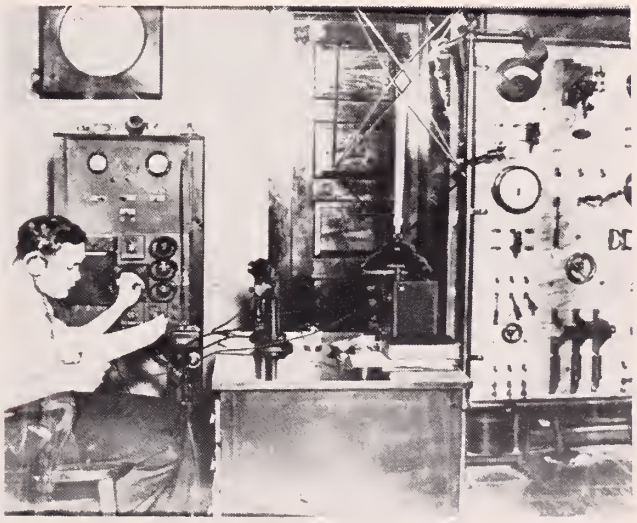


1920: *KDKA Pittsburgh, Pa., broadcasts the returns of the Harding-Cox election (above left) on November 2, opening a new era in communications. Radio was recognized early as an important outlet for political expression.*
In 1922, Congressman Thomas E. Marshall of Missouri addressed constituents over KSD St. Louis one month after the station's debut.
Ten years later one political party spent $300,000 for radio time, and in 1933 the President spoke to the nation 20 times in 10 months.

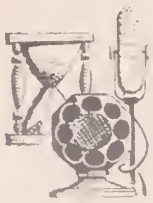
1923: *Radio begins inroads as a mass entertainment medium, and soon many entertainers are household words. Here are Eddie Cantor, first of the Broadway stars to broadcast regularly, and Billy Jones and Ernie Hare* — The Happiness Boys. *The athletically inclined could even take early morning exercises.*

1923: *These performers don't seem quite accustomed to the big Westinghouse microphone at WJZ's Newark, N. J., studio. This was the year of the first multi-station wire hookup, linking WEAF New York, KYW Chicago, WGY Schenectady, N. Y., and KDKA Pittsburgh, Pa.*

1924: *Stations are not content merely to air news from studios and broadcasts were originated from the national political conventions. In 1925, WGN Chicago microphones travelled to the famous Scopes trial courtroom in Tennessee.*



1924: *The first Western Electric amplifier in use in the Midwest operates transmitter (above left) at Elgin, Ill. Some experiments, such as a floating blimp antenna at Saxonburg, Pa., didn't work. But by 1933, David Sarnoff and Guglielmo Marconi could stand before transmitting equipment like this at Rocky Point, L. I., and the next year WLW Cincinnati, O., started testing a 500 kw transmitter.*

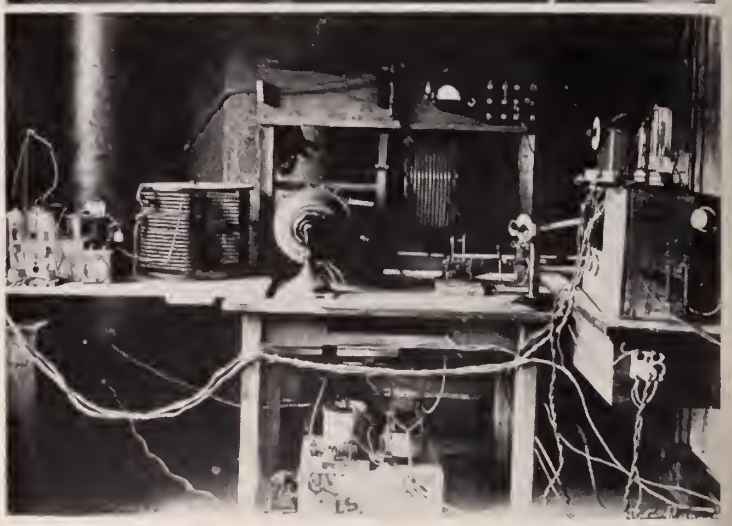


1926: *Network radio brings events and personalities to the nation's homes and revolutionizes the living habits of millions. NBC was formed in September, and a year later WJZ became the flagship station of NBC's Blue Network, while WEAF remained key station of the Red Network. In 1927, CBS was organized. Through network radio, listeners thousands of miles away could enjoy the exploits of Babe Ruth (shown with Graham McNamee), the homespun philosophy of Will Rogers, the sage comments of Thomas Alva Edison (shown in 1928).*

1928: *Freeman Gosden and Charles Correll become* Amos 'n Andy *as radio develops its own stars and entertainment forms (shown, above left, in 1926 when they played* Sam 'n Henry). *In 1929,* Myrt and Marge, *forerunner of the soap operas, went on opposite* Amos 'n Andy. *Right on their heels, in 1931, came Chester Lauck (right) and Norris Goff* — Lum and Abner — *(shown in 1939).*

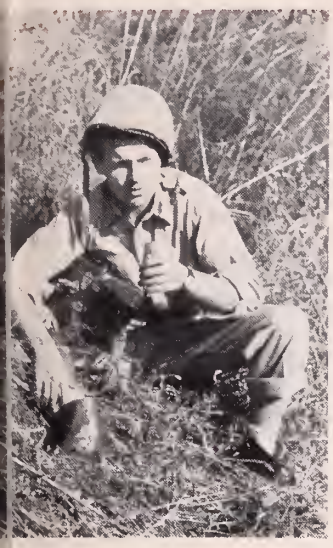
1933: *Radio performers are embarked on two decades in which they become an intimate part of American family life. Don McNeill's* Breakfast Club *is still going strong, as is Bing Crosby (shown with frequent guests, the Andrews Sisters). All-time radio greats included Bob Burns, Edgar Bergen and Charlie McCarthy, Rudy Valee and Joe Penner (with that duck). And great artists like Arturo Toscanini became available with the flick of a dial.*

1937: *This on-the-spot reporting of the Ohio and Mississippi Valley floods is an example of radio's development as a primary news medium. Network mobile units such as the one below, and WOR Newark's remote pickups, proved radio's claim as a major news source during the Lindbergh baby kidnapping in 1932. By 1937 — the year of Marconi's death — there were 26 million radio homes and 37 million sets.*

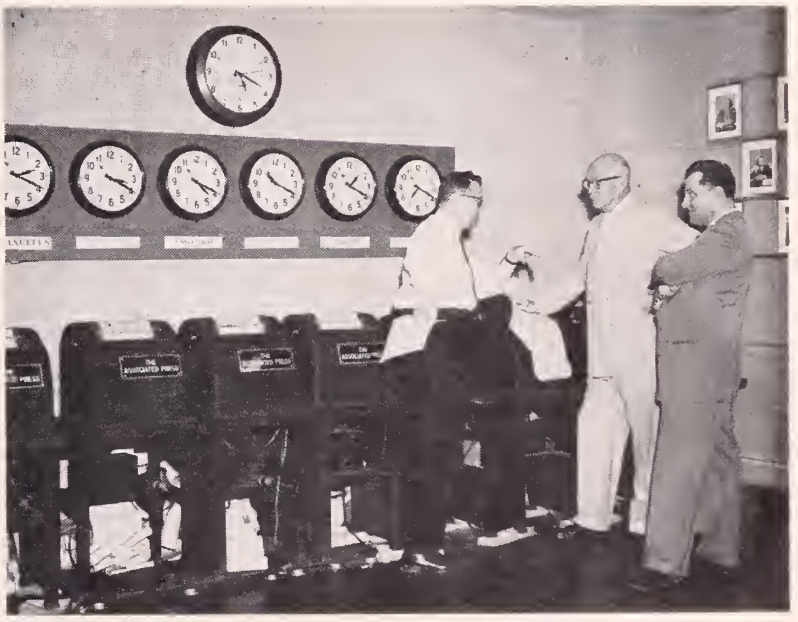


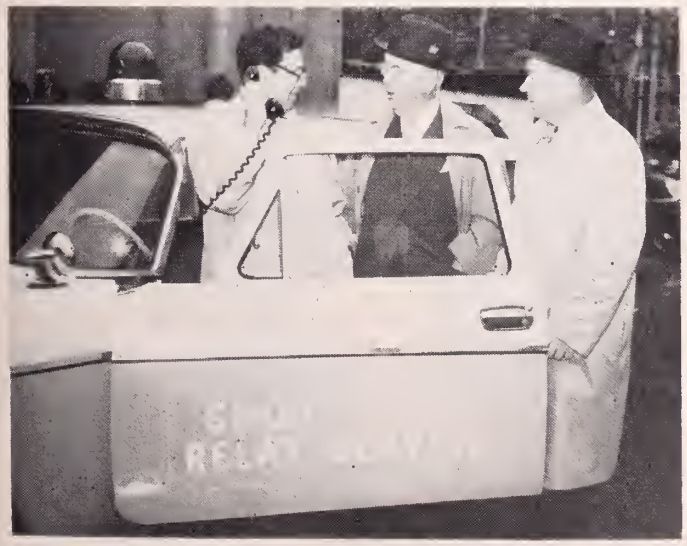
1941: *Dr. Frank Conrad works in his laboratory shortly before his death. The Westinghouse assistant chief engineer, often called the "father of broadcasting," sent out radio telephone programs on this transmitter (right) in 1916. During the week of his death, President Roosevelt's war message was heard by 90 million persons.*

World War II: *America listens to radio for first-hand war news. Edward R. Murrow's "This is London" and Gabriel Heatter's "There's good news tonight" as well as reports from H. V. Kaltenborn became familiar bywor William L. Shirer, Elmer Davis, Howard K. Smi Robert Trout and other commentators and correspondents became a nightly habit. Shown on-the-scene in Tokyo at war's end is George T. Folster.*



1950: *Portable tape recorders bring the Korean War even closer to listeners. Here Jim Robinson is reporting. And in that year, radio's top comedians got together to celebrate another Benny 39th birthday. Jack Benny, Fred Allen and Bob Hope gained fame on the medium that spotlighted Ed Wynn, Major Bowes, Al Jolson, Fibber McGee & Molly, Fanny Brice, Kate Smith and a host of others.*





Today: *Radio has become the personal medium, with sets in the kitchen, the bedroom, the family car and — in portable form — everywhere. The local personality is typified by Martin Block (above left), radio's first disc jockey. An example of the far-reaching network news and information services of NBC, CBS, ABC and MBS is Mutual's Washington bureau (right). Group ownerships have come into prominence, and single independent operations are going strong. Mobile units make possible local coverage of almost any event. Stations have developed varied information, entertainment and service programs suited to their communities. And (above center) as any* Bob and Ray *fan can testify, radio still creates its own stars.*

NAB CONVENTION EXHIBITORS

A highlight of the NAB Los Angeles gathering is the exhibits of the latest in radio equipment at both the Biltmore and Statler Hotels.

Radio delegates will see on display equipment designed for more compact, more automatic and more economic radio operation. Transistor and magnetic recording devices will be of particular interest.

Displays of every type can be viewed on Sunday, April 27, from noon to 7 p.m.; on Monday, Tuesday and Wednesday from 9 a.m. to 7 p.m., and on Thursday from 9 a.m. to 2 p.m. They will fill the second floor, the ballroom foyer and the Grand Ballroom of the Biltmore, and the Garden Room, Wilshire Room, Los Angeles Room and Assembly Room of the Statler.

"About one-third of all major products exhibited will feature transistorization with resultant decrease in size," according to a General Electric spokesman. "The trend toward smaller, more reliable equipment for radio . . . will be continued this year."

Included in the GE line will be a complete line of audio equipment and the 50 kw am transmitter introduced last year—the first, GE claims, to use germanium rectifiers, semiconductor devices, for all d-c supplies. It, too, "is considerably smaller in size than any available up to this time."

The RCA exhibit will feature automatic programming equipment "capable of feeding to the airwaves a radio station's schedule through an entire broadcasting day."

The system employs punched paper tape to allow the station to pre-schedule a day-long program. It can be operated manually at any point in the program schedule to allow for last-minute changes, spot news or emergencies.

The automatic system, reports RCA, features "magnetic discs for recording and storing program material," which is described as "inexpensive." The discs "can be replayed indefinitely without loss of quality."

Collins Radio Co. will show a "single channel transistorized remote amplifier," as well as new turntables, tuning units, transmitters and consoles.

A full line of audio equipment will be shown by Ampex Corp. It will feature the company's "latest magnetic recorders for the professional broadcaster."

New modulation and frequency deviation monitors for am will be shown by General Radio Corp., along with noise and distortion meters, antenna-measuring equipment and automatic line-voltage regulators.

Gates Radio Co. will display equipment for "a complete one kw am packaged radio station and equipment for a complete one kw fm packaged station." This will include a new one kw am transmitter, and a new 1,000 watt fm transmitter with multiplex installed. Gates also will introduce 12 new products for use by radio stations, including "a new development in automatic programming."

Caterpillar Tractor Co. will exhibit one of its electric sets equipped with a radiator and fan and automatic start-stop equipment. Colored translite photos will show stations throughout the country in which Cat electric sets are employed, the installation of the units and also the cycle during a utility power failure.

Tower obstruction lighting equipment will be displayed by Hughey & Phillips Inc. The company will have a demonstration of its "remote lamp failure indicator system" which provides "a continuous and positive means of monitoring tower light control," and alarm units for unattended microwave relay stations.

The Rust Industrial Co. will show broadcast remote control equipment, plus the "Rustrak Miniaturized Strip Chart Recorder" for automatic logging.

radio Corrected up to press time

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Equipment			
AMPEX CORP.	Statler	Wilshire Room 1-11	Neal K. McNaughten, R. A. Miner, C. R. Paulson, Jack Hauser, John Leslie, Charles Ginsburg
BLAW-KNOX CO.	Statler Biltmore		R. A. Troman, W. S. Roscoe
BROWNING LAB., INC.	Biltmore	Exhibit Room 2208	Gardiner C. Greene, Mrs. Gardiner C. Greene, Eliot Baker
CATERPILLAR TRACTOR CO.	Biltmore	Ballroom Space 6	C. E. Krosse, R. V. Bradley, J. W. Jones, C. B. Mulleague, J. P. Hensley
COLLINS RADIO CO.	Biltmore	Ballroom Foyer Space 1	J. M. Haerle, H. O. Olson, G. T. Tasto, F. P. Wallace, J. F. Stanbery, G. C. Wetmore, T. R. Barber, T. N. Hewlett, W. A. Weiland, E. L. Grandison, C. R. Rollert, D. J. Jordan

THIS IS NOT RADIO TO DO HOME-WORK BY

Because of programs such as "Gunsmoke" (and Jack Benny and daytime serials, Arthur Godfrey and CBS News)...*Harvard College* became a network radio advertiser the other night, sponsoring an hour-long special broadcast, "The Case for the College," over the full CBS Radio Network.

Its purpose, as Harvard's President Pusey put it: "...to call attention both to Harvard's ambitious plan and to the great needs of all our American colleges."

To call *attention*. Where else in radio would Harvard be as sure of getting it as from CBS Radio Network audiences? The programs are not designed to do homework or income taxes by. The entire network schedule, Godfrey to "Gunsmoke," each program in its own way, requires listeners *to listen*. They expect to give their attention...or else they don't tune in.

That's why Harvard, with its dramatic appeal for funds, came to CBS Radio. Just as the country's leading advertisers do. For the *head start* that audience-attention gives to sales effectiveness. And for the authority and importance that only attention-getting radio can generate.

Significantly, these program qualities work best for the listeners, too.

Year after year, the CBS Radio Network schedule gathers the largest audiences in all radio. Audiences *in the habit* of paying attention. Here is the first essential for selling a product, a service, an idea.

THE CBS RADIO NETWORK

Where you reach 50 per cent more listeners
in the average commercial minute

radio

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
DRESSER-IDECO CO.	Biltmore	Exhibit Rooms 2204-2205 2207	K. H. Brust, Dan Byrd, J. Roger Hayden, J. M. Hogan, Georges Hes, Orville Pelkey
ELECTRONIC APPLICATIONS, INC.	Biltmore	Exhibit Rooms 2105-2106	Ralph Auf der Heide
GATES RADIO CO.	Biltmore	Ballroom Foyer Space 3	P. S. Gates, Larry Cervone, Norbert Jochem, Edward J. Wilder, John R. Price, Tom Wallace, Bob Richards, Paul Gregg, Joe Engle, Bill Neumann, W. F. Brady, Bill Hoyt, Hardin Stratman
GENERAL ELECTRIC CO.	Statler	Garden Terrace Room	W. J. Morlock, P. L. Chamberlain, Harold B. Towlson, J. Wall, M. E. Minich, M. Alves, S. J. Eby, M. R. Duncan, R. E. Baker
GENERAL RADIO CO.	Statler	Wilshire Room Space 10	Joseph E. Belcher, Charles A. Cady, William R. Saylor, William R. Thurston
INDUS. TRANSMITTERS & ANTENNAS	Statler	Wilshire Room Space 9	Bernard Wise, Fred Gayer, Stanley Friedman, Richard Batey, Robert Jordan
KAHN RESEARCH LAB., INC.	Statler	Wilshire Room Space 9A	Leonard R. Kahn, Kenneth B. Boothe
MAGNE-TRONICS, INC.	Biltmore	Exhibit Room 2359	Thomas L. Clarke, Joseph F. Hards, Roger L. Thaxter
RADIO CORP. OF AMERICA	Biltmore	Ballroom Space 7 Exhibit Rooms 2226-2227 2228	T. A. Smith, Dr. G. H. Brown, T. H. Mitchell, E. C. Tracy, H. R. Henken, V. E. Trouant, M. A. Trainer, D. Pratt, E. N. Luddy, W. B. Varnum, W. H. Lowther, P. Greenmeyer, J. E. Hill, A. M. Miller, E. T. Griffith, P. Bergquist
RAYTHEON MFG. CO.	Statler	Los Angeles Room	E. Alpert, H. J. Geist, R. A. Keller, C. E. Little, E. J. Rome, J. L. Lovett, J. J. Sedik, W. B. Taylor, D. J. Webster, R. G. McLaughlin, D. A. Crawford
RUST INDUS. CO., INC.	Biltmore	Exhibit Rooms 2212-2214	William F. Rust, Jr., Donald G. Inman
SCHAFER CUSTOM ENGINEERING	Statler	Wilshire Room Space 12	Paul C. Shafer, Wm. N. Amidon
STAINLESS, INC.	Statler		Walter L. Guzewicz, Henry J. Guzewicz, John F. Guzewicz, John Fisher
THE STANCIL-HOFFMAN CORP.	Biltmore	Exhibit Room 2309	W. V. Stancil, R. H. Stensby, C. Dexter Haymond
STAND. ELECTRONICS DIV. RADIO ENGR. LAB'S., INC.	Biltmore Statler	Exhibit Rooms 2202-2203 Wilshire Room Space 3	William H. Zillger, Allen R. Taylor, William H. Rappolt
UTILITY TOWER CO.	Statler	Los Angeles Room	C. E. Nelson, Jerry Nelson, Verle Duval
Representatives			
BLAIR & CO.	Chapman Park		John Blair, Arthur McCoy, Edward P. Shurick, Richard L. Foote, Wells H. Barnett
THE BOLLING CO., INC.	Statler		George W. Bolling, Dick Swift, Mort Barrett, Robert Bolling, John D. Stebbens, George W. Bolling, III, John T. Coy
THE BRANHAM CO.	Biltmore		L. S. Greenberg, J. F. Timlin, Geo. Harding, Peter Childs, John Murphy, Jim Lowman, Norman Noyes
HENRY I. CHRISTAL CO., INC.	Biltmore		Henry I. Christal, Irvin Gross, Douglas Ballin, Philbin Flanagan, Richard Green, Pierre Megroz, Joseph Spadea, Neil Cline, Richard Charlton
EVERETT-McKINNEY	Town House		Max Everett
FORJOE & CO., INC.	Biltmore		Joseph Bloom, Lawrence Krasner, Charles Haddix, Barney Ochs

WOR-RADIO DELIVERS MORE ADULT LISTENERS PER RATING POINT THAN ANY OTHER NEW YORK STATION*

In fact, 93.3% of all WOR listeners are adults
– the prime sales target in America's #1 market.

WOR-RADIO 710 fm 98.7

A Division of
RKO

*PULSE Audience Composition, Winter 1958.

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
GILL-PERNA, INC.	Biltmore		Helen Gill, John J.Perna, Jr., Charles Kemp, Paul T. Murray, Robert J. Feihl, Richard J. Mileto, Walter Beadell, Irving Unger, Robert Walker, Bambie Herrington, Daniel W. Bowen, Harry Wheeler, Rogers Parratt, Joseph Keller, Allan S. Young
HARRINGTON, RIGHTER & PARSONS, INC.	Statler		John E. Harrington, Jr., Volney Righter, James O. Parsons, Jr., John F. Dickinson, Carroll R. Layman, Frank Dongherty
THE HEADLEY-REED CO.	Statler		Sterling B. Beeson, John H. Wrath, Clark Barnes, Art Astor, Jack Hardingham, Fred Adair, Jim Ingram
GEO. P. HOLLINGBERY CO.	Statler		George P. Hollingbery, Joseph Payne, F. E. Spencer, Jr., Harry H. Wise, Jr., George Lindman, Richard N. Hunter, Fred Hague, Roy Edwards, Jr., Fritz Snyder
H-R REPRESENTATIVES	Chapman Park		Frank Headley, Frank Pellegrin, Paul Weeks
THE MEEKER CO., INC.	Statler		Robert D. C. Meeker, Edgar B. Filion, Carl F. J. Jewett, Don Pontius
JOHN E. PEARSON CO.	Town House		John Pearson, Russel Walker
EDW. PETRY & CO., INC.	Biltmore		Edward Petry, Edward E. Voynow, Martin L. Nierman, Ernest Lee Jahncke, Jr., William B. Maillefert, Garrett E. Hollihan, Paul Kennedy, L. D. Larimer, Carroll R. McKenna, Douglas Carruth, George E. Ledell, Jr., Lloyd McGovern
RADIO-TV REPRESENTATIVES	Biltmore	2102-3	Harry S. Goodman, Peggy Stone
PAUL H. RAYMER CO., INC.	Biltmore		Paul H. Raymer, Fred C. Brokaw, L. Ray Rhodes, J. Milton Seropan, John D. Gale, Jr., James C. Rogers
RAMBEAU, VANCE, HOPPLE, INC.	Biltmore		William G. Rambeau, Robert Vance, Jr., Edwards Hopple, Mary Rudd, Mary Rambeau, Martin Rokeach
SIMMONS ASSOCS.	Hollywood Roosevelt		David Simmons, Gale Blocki, Jr., Theo B. Hall, James Gates
VENARD, RINTOUL & McCONNELL, INC.	Statler		Lloyd George Venard, James V. McConnell, Howard B. Meyers, Steve Rintoul, Jr., Clyde Melville, Glenn McEntyre, Bill Marshall
WEED & CO.	Town House		Joseph Weed, Edwin J. Fitzsimmons, David O'Shea
ADAM YOUNG, INC.	Ambassador	281-2-3-4	Adam Young, Stephen A. Machcinski, Jr.
Networks			
ABC	Biltmore		Leonard H. Goldenson, James G. Riddell, Robert H. Hinckley, Earl J. Hudson, John H. Mitchell, Michael J. Foster, Frank Marx, Edward J. DeGray, Harry Woodworth, Michael J. Minahan, Earl Mullin, Frank Atkinson
CBS INC.	Biltmore		Frank Stanton, E. Kidder Meade, Joseph H. Ream, Richard S. Salant
CBS RADIO	Biltmore		Arthur Hull Hayes, H. Leslie Atlass, Jules Dundes, William A. Schudt, Jr., William H. Brennan, Jr., Thomas P. Duggan, Edward E. Hall, Eric H. Shaline, Charles S. Steinberg, Robert J. Sullivan, Thomas Y. Gorman, Robert Hyland, Fred Ruegg, Ernie Shomo, Sam Slate, Henry Untermeyer
KEYSTONE BROADCASTING, INC.	Biltmore		Sidney J. Wolf, Edwin R. Peterson, William Bayer, Henry Eschen, Blanche Stein
MUTUAL BROADCASTING, INC.	Biltmore		Armand Hammer, George Vogel, Robert F. Hurleigh, Sidney P. Allen, Charles King, Norman Ostby
NBC, INC.	Biltmore		Robert W. Sarnoff, David Adams, Kenneth Bilby, J. M. Clifford, Robert Kintner, Charles Colledge, Matthew J. Culligan, Thomas Ervin, Andrew Hammerschmidt, Jules Herbuveaux, Thomas McCray, Thomas McFadden, Carleton Smith, John West, Lloyd Yoder, Richard Close, William Davidson, George Dietrich, George Graham, Raymond Guy, Edwin Jameson, Harry Bannister, Thomas Knode, Donald Mercer, Sheldon Hickox, Jr., Paul Hancock, William Kelly, Ogden Knapp, Raymond O'Connell, Paul Rittenhouse

THANKS VERY MUCH, MITCH, FOR PLAYING OUR SONG

Mitch Miller urged the Disc Jockeys Convention "to give up lazy programming—to play music for every age and every taste." Our policy of varied programming has proved Mr. Miller right. Beyond the blues horizon waits a wonderful day-and-night audience of adults. The adults who do most of the buying of our sponsors' products.

WDSU-RADIO *New Orleans*

radio

EXHIBITOR	HOTEL	SUITE	COMPANY REPRESENTATIVES
Services			
THE ASSOCIATED PRESS	Statler		Oliver Gramling
BROADCAST MUSIC, INC.	Biltmore	Exhibit Rooms 2107-2108	Represented at the Convention by officials of the company
HARRY S. GOODMAN PRODUCTIONS	Biltmore	Exhibit Rooms 2102-2103	Harry S. Goodman, Everett F. Goodman
LANG-WORTH FEATURE PROGRAMS, INC.	Biltmore	Exhibit Rooms 2305-2306	John Langlois, Cy Langlois, Jr., Willie O'Keefe, Hugh Allen, Charles Hess, Ed Gardiner, Bob Hall, John Courcier, Bob Boehmer, Spence Caldwell
A. C. NIELSEN CO.	Biltmore	Exhibit Rooms 2112-2115	H. A. Rahmel, J. K. Churchill, G. E. Blechta, W. R. Wyatt, J. R. Matthews, W. E. Weseloh, E. H. Ephron
THE PULSE, INC.	Biltmore		Dr. Sydney Roslow, Irma Roslow, Edwin Cahn, Lou Frankel
RCA RECORDED PROGRAM SERVICES	Biltmore	Exhibit Rooms 2300-2301 2302	Emmett B. Dunn, A. B. Sambrook, Edward H. Kelly, Ben Selvin, Peter M. Rogers, William F. Reilly, George Field, Wallace Cochran, Gus Hagenah, Jack Nadeau, John J. Alves, Hugh Grauel, William C. Gartland, Jack Dill
RADIO ADV. BUREAU			Kevin B. Sweeney, John F. Hardesty, Warren Boorom
SESAC, INC.	Biltmore	Exhibit Rooms 2134-2135	Alice Heineeke, Evarard S. Proger, Jim Myers, Sid Guber, Harold Fitzgerald, Keith Miller, David R. Milsten
STANDARD RADIO TRANSCRIPTION SERVICES INC.	Biltmore	Exhibit Room 2361	Olga Blohm, Charles Michelson, Harry Bluestone
UNITED PRESS	Biltmore	Exhibit Room 2326	Frank H. Bartholomew, LeRoy Keller, C. Edmonds Allen, William C. Payette, Rhea T. Eskew, Richard A. Litfin
WORLD BROADCASTING, INC.	Biltmore	Exhibit Rooms 2200-2201	Robert W. Friedheim, Dick Lawrence, James Weathers, Hal Tunis, Mike Gurney, Robert Monroe, James Ricks
Publications			
ADVERTISING AGE	Biltmore	Exhibit Room 2130	Maurine Christopher, Stanley E. Cohen, Philip A. Sietz, Gordon D. Lewis, Walter S. Reilly, James Mareh
THE BILLBOARD	Biltmore	Exhibit Room 2117	Sam Chase, Paul Ackerman, Joel Friedman, Bob McCluskey, Sam Abbott, Joel Friedman
BROADCASTING	Biltmore		Sol Taishoff, Maury Long, Win Levi, Warren Middleton, Ken Cowan, John Osbon, Bruce Robertson, Don West, Edwin H. James, Rufus Crater, J. Frank Beatty, Ed Sellers, Bill Merritt, Virginia Stricker
RADIO TV DAILY	Biltmore	Exhibit Rooms 2128-2129	Charles A. Alicoate, Marvin Kirsch, Joe Morris, Arthur Simon, Paul Devoe, Jerry Tidwell, Robert Sill, Harriet Margulies
SPONSOR	Biltmore Statler	Exhibit Room 2340	Norman R. Glenn, Elaine C. Glenn, Bernard Platt, Ed Cooper, Jim Shoemaker, Herb Martin, Alvin Outcalt, Jane Pinkerton, Pete Rankin
STANDARD RATE & DATA SERVICE	Biltmore		Albert W. Moss, Harvey A. Harkaway, G. Warren Carhart, F. LeRoy Hess, Harold P. Alspaugh, Willard F. Pierce, Thomas W. Carr, William R. Birdsall, Harold E. Green, Leonard T. Giarraputo, Theodore B. Breskin
TELEFILM MAGAZINE	Biltmore	Exhibit Room 2104	Al Preiss, Frank Orme
TELEVISION AGE	Biltmore	Exhibit Room 2117	Sol J. Paul, Don D. Kuyk, Bob Spielman, Pete Schulz
TV MAGAZINE	Statler		Frederick Kugel, Bob Lewis
U. S. RADIO	Biltmore	Exhibit Room 2133	Arnold Alpert, Jonah Gitlitz, Benjamin Rachlis
VARIETY	Biltmore	Exhibit Room 2235	Syd Silverman, Abel Green, George Rosen, Bob Chandler, Herman Steinbruch, Julius Colby, Joe Schoenfeld, Jack Hellman, Dave Kaufman

On The Sales Ball

...IN DETROIT!

TOBY DAVID
Mon. thru Fri.
6:45-9:30a.m.

EDDIE CHASE
Mon. thru Fri.
3:35-4p.m. 4:35-7p.m.

BUD DAVIES
Mon. thru Fri.
10:35-12 Noon 12:15-2:30 p.m. 3:15-3:30 p.m.

AUSTIN GRANT
Mon. thru Fri.
12 Noon 2 p.m.

A great line-up on Detroit's hardest hitting selling team. Music and News around the clock to meet any advertiser's preference for broadcast time. Talent you'll find to be the most potent selling force in the Detroit region. Cost is modest, too.

50,000 WATTS

CKLW RADIO

ADAM YOUNG, INC.,
National Rep.

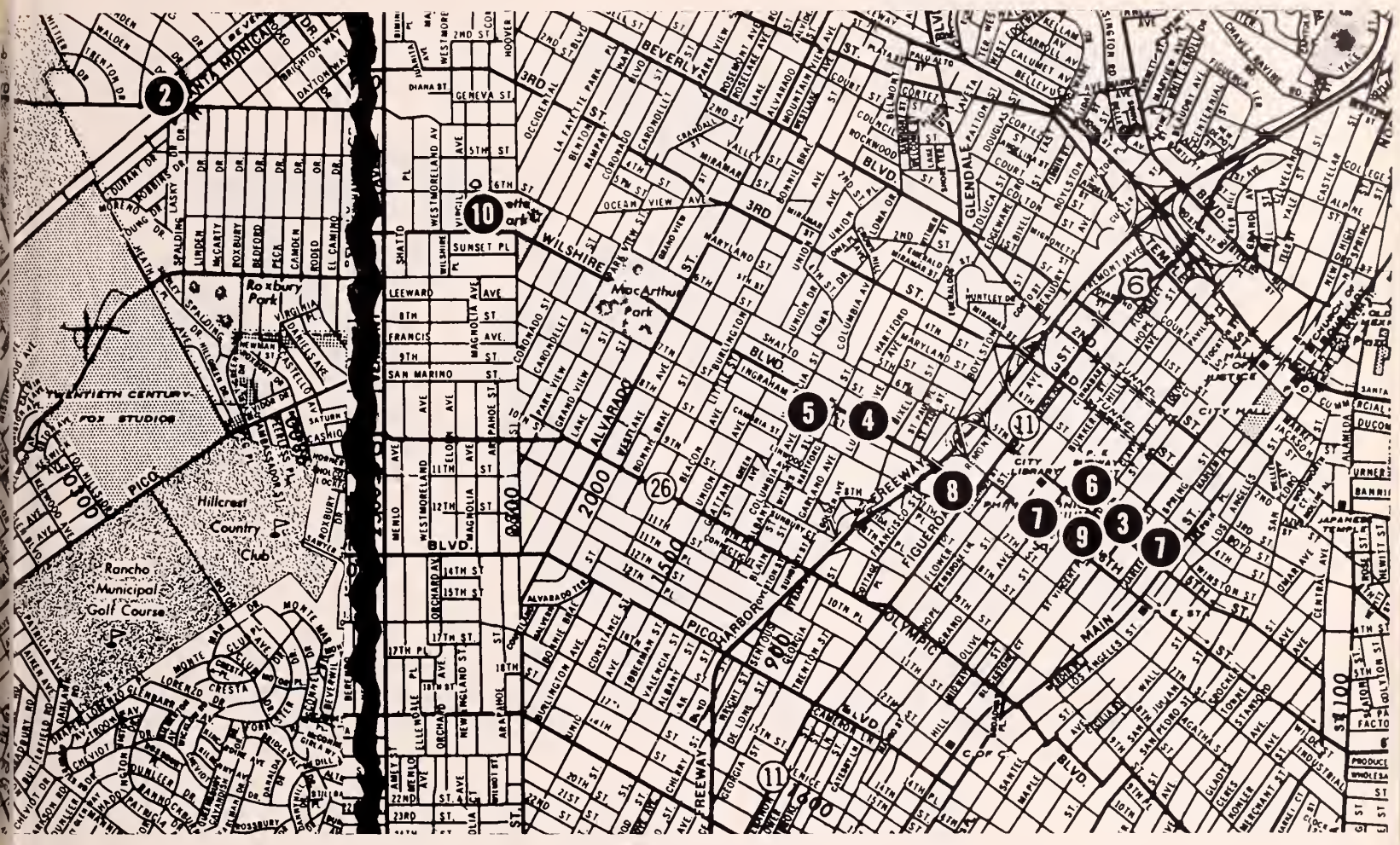
GENERAL OFFICES
GUARDIAN BLDG., DETROIT

J. E. Campeau,
President

*

Nothing subliminal about color radio. Los Angeles responded when C. E. Hooper called to make his February-March report. KFWB is No. 1 in total rated time periods. PULSE is coming up fast, too. In wonderful Los Angeles, buy KFWB. Robert M. Purcell, president and general manager. Represented nationally: JOHN BLAIR & COMPANY

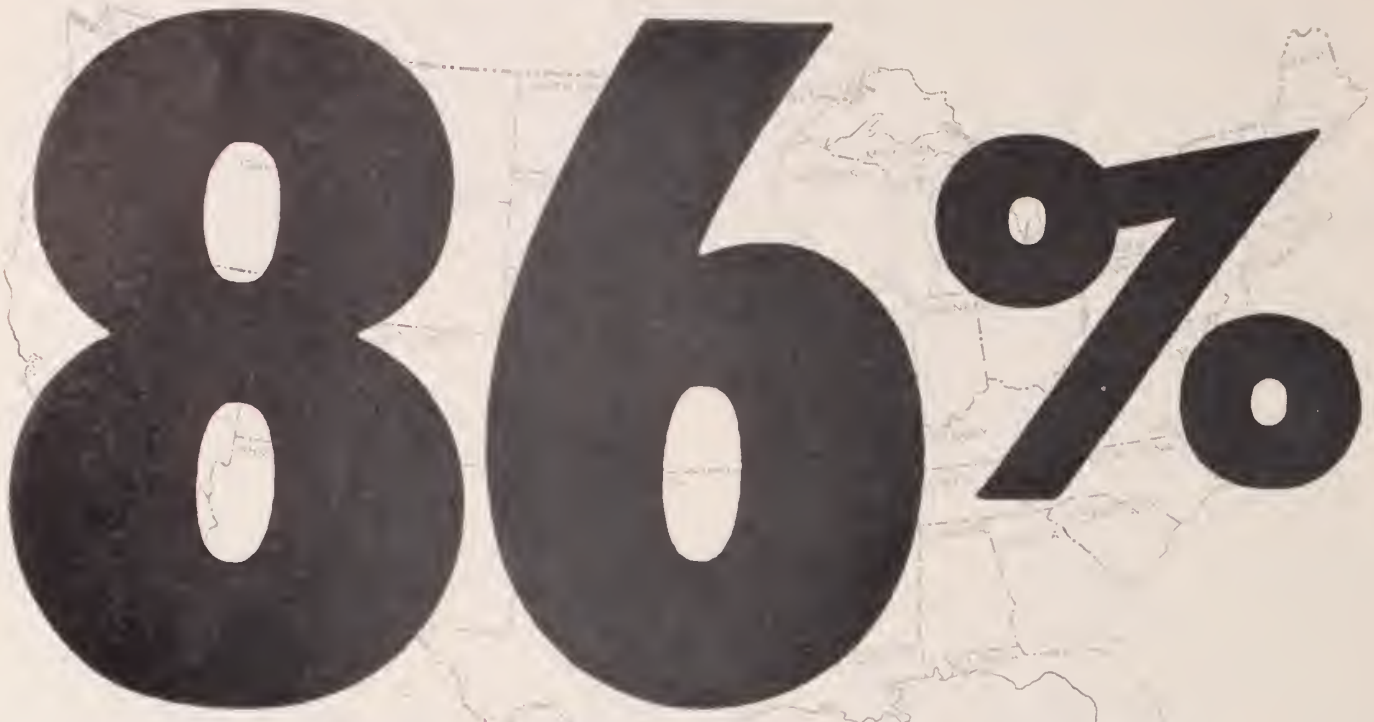
Convention Area



HOTEL KEY

(1) **ALEXANDRIA** • • •	5th & Spring
(2) **BEVERLY HILTON** • • •	Wilshire & Santa Monica
(3) **CLARK** • • •	426 S. Hill
(4) **COMMODORE** • • •	7th at Lucas
(5) **MAYFAIR** • • •	W. 7th & Witmer
(6) **MAYFLOWER** • • •	535 S. Grand
(7) **SAVOY PLAZA** • • •	565 S. Grand
(8) **STATLER** • • •	930 Wilshire
(9) **BILTMORE** • • •	515 S. Olive
(10) **SHERATON - TOWN HOUSE** • • •	2961 Wilshire

How to Get



86% COVERAGE of all Rural markets

Smart advertisers and sales promotional people usually call 20% market coverage *very merchandisable*—50% coverage FABULOUS—what then would they call KEYSTONE coverage . . . *unbelievable!* But we can prove that coverage—86% !!! One of the great success stories in today's advertising is the resurgence of RADIO ADVERTISING AT THE LOCAL LEVEL . . . BEAMED AND PROGRAMMED AT THE LOCAL MARKET . . . INTERESTING TO AND INTERESTED IN THE CONSUMING PUBLIC IN EVERY HOMETOWN AND RURAL MARKET.

There's just one way to cover . . . one way to really dominate . . . and that's with Keystone Broadcasting System's more than 1,034 locally managed radio stations.

Here are the Facts:

The 1954 Census of Agriculture, says there are 4,782,004 U.S. farms, 4,068,138 of which the Keystone Network covers on the "local level" or 86% of the nation's total number of farms. In the 14 states having 150,000 farms or over, Keystone covers 88.9% of the aggregate and the farms in these fourteen states constitute 57.1% of the total farms in the country.

Write or phone the Keystone office nearest you.
It will be a pleasure to tell you.

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.

U. S. RADIO CONVENTION SUPPLEMENT

LOS ANGELES CONVENTION GUIDE

hotels

Alexandria, 5th & Spring	MA 6-7484
Ambassador, 3400 Wilshire	DU 7-7011
Beverly Hills, 9641 Sunset	CR 6-2251
Beverly Hilton, Wilshire & Santa Monica	CR 4-7777
Biltmore, 515 S. Olive	MI 1011
Bryson Apt., 2701 Wilshire	DU 9-3141
Carlton, 529 S. Figueroa	MI 6571
Cavalier, 10724 Wilshire	GR 7-8261
Chapman Park, 3405 Wilshire	DU 4-1181
Chateau Marmont, 8221 Sunset	HO 9-2911
Clark, 426 S. Hill	MI 4121
Commodore, 7th at Lucas	TR 7431
Del Capri, 10587 Wilshire	GR 8-7791
Embassy, 851 S. Grand	TR 0941
Figueroa, 939 S. Figueroa	TR 8971
Gaylord, 3355 Wilshire	DU 9-4161
Georgian Manor, 614 S. Hauser	WE 9-2138
Hayward, 6th & Spring	MI 5151
Hollywood Knickerbocker, 1714 N. Ivar	HO 5-3171
Hollywood Plaza, 1637 N. Vine	HO 5-1131
Hollywood Roosevelt, 7000 Hollywood	HO 9-2442
Hollywood Wilcox, 6500 Selma	HO 9-1161
Lankershim, 7th & Broadway	TR 5781
Mayfair, W. 7th & Witmer	DU 4-4161
Mayflower, 535 S. Grand	MI 1331
Miramar, Wilshire & Ocean	EX 4-3731
Normandie, 605 S. Normandie	DU 3-1351
Park Wilshire, 2424 Wilshire	DU 9-2141
Rosslyn, 111 W. 5th	MI 3311
San Carlos, 507 W. 5th	MU 2291
Savoy Plaza, 565 So. Grand	MA 5-1411
Sheraton-Town House, 2961 Wilshire	DU 2-7171
Statler, 930 Wilshire	MA 9-4321

restaurants

(LWB = liquor, wine, beer.)
Bold face listings indicate Diner Club membership.

The following restaurants have been recommended by Gourmet's Guide to Good Eating. U. S. RADIO thanks Gourmet Magazine for making available, in advance of publication date, their most up-to-date list.

AMBASSADOR HOTEL—3400 Wilshire Blvd. (DU 7-7011). Open 7 AM–11 PM. Lunch $1.50-$2.75. Dinner $1.55-$6.50. LWB. *"Recommend this for unusually fine hotel cuisine, excellent wines." "Canard à l'orange is superb."*

THE BEEFEATER INN—170 N. La Cienega Blvd. Beverly Hills (OL 5-8097). Open 11:30 AM—2 AM. A la carte only. Lunch entrées $1.75-$2.25. Dinner entrées $3-$5. LWB. *"Exceptional in a city full of fine restaurants. American and English cuisine."*

HOTEL BEL-AIR—701 Stone Canyon Rd. (GR 2-1211). Open 8 AM–11:30 PM. Lunch $2.50-$4. Dinner $3.50-$7. LWB. *Far above the average hotel food. Really superior on all counts." "Can't be enthusiastic enough about this hotel dining room."*

BEVERLY HILLS HOTEL—9641 Sunset Blvd. (CR 6-2251). Open 12 N–1 AM. Lunch à la carte only. Dinner entrées $5.50-$10. LWB. *"Flawless food and service. Expensive." "French cuisine as good as you'll find anywhere."*

BILTMORE HOTEL—515 S. Olive St. (MI 1011). Open 6:30 AM—12 Midnight. Lunch & dinner $1.65-$5.45. LWB. *"Best hotel food in town." "Versatile Swiss chefs."*

BIT OF SWEDEN—9051 Sunset Blvd. (BR 2-2800). Open 12 N–11 PM. Lunch $1.55-$2.25. Dinner $2.45-$4.15. LWB. *"Wonderful Scandinavian cuisine. Smörgåsbord a delight."*

BOB DALTON'S RESTAURANT—133 N. La Cienega Blvd. (OL 2-2844). Open 11:30 AM–2 AM. Lunch $1.25-$3. Dinner $1.85-$4.50. LWB *"Pleasant atmosphere. Excellent Italian-American cookery."*

BUBLICHKI—8846 Sunset Blvd. (OL 2-5529). Open 6 PM–2 AM. Closed Tues. Dinner $2.50-$5. LWB. *"Very popular for dinner and late cocktails. Interesting atmosphere, good Russian specialties and drinks."*

CAFE DE PARIS—7038 Sunset Blvd. (HO 4-9812). Open 5 PM–2 AM. Closed Tues. Table d'hôte only. Dinner $2.25-$4.25. LWB. *"French cuisine. Relaxed, congenial atmosphere. Piano and accordion music continuously.*

THE CAPTAIN'S TABLE—301 S. La Cienega Blvd. (OL 5-7555). Open 5 PM–2 AM. Dinner $2.95-$4.25. LWB. *"Grand all around. Some of the most palatable sea food I have tasted. Can particularly recommend the cioppino."*

CHASEN'S 9093 Beverly Blvd. (CR 1-268). Open 6 PM—1 AM. Closed Mon. Dinner à la carte only. LWB. *"Always crowded and gay. Food that defies description."*

CHIANTI RESTAURANT—7383 Melrose Ave. (WE 6-9767). Open 5 PM–11 PM. Closed Mon. À la carte only. Dinner entrées $2-$5. LWB. *"Antipasto that can't be beat. A gourmet's delight à la Italienne."*

COCK 'N BULL—9170 Sunset Blvd. (CR 6-7814). Open 11:30 AM–2 AM. Table d'hôte only. Lunch $1.50-$2. Dinner $4.75. LWB. *"English specialties, all you can eat, served buffet style. Try a Moscow mule it originated here." "Incomparable roast beef, also Yorkshire pudding and kidney pie."*

THE CORSICAN—1312 N. La Brea (HO 2-9736). Open 5 PM–11:30 PM. Closed Mon. Dinner $2.50-$5. LWB. *"Dependable and not overly expensive." "Fine French restaurant."*

THE DALES RESTAURANT—3401 Wilshire Blvd. Open 11:30 AM–2 AM. Closed Sun. À la carte only. Lunch and dinner entrées $2.75-$5.50. LWB. *"First Thursday of each month is International Night; menus from leading European restaurants are duplicated." "Intimate atmosphere, exceptional food above average service."*

DON THE BEACHCOMBER—1727 N. McCadden Pl. (HO 9-3968). Open 5 PM–1 AM. À la carte only. Dinner entrées $4.50—$5. LWB. *"Fascinating South Seas décor. Cantonese and Mandarin cooking so good it's beyond description. Famous for rum drinks." "The best almond duck I ever tasted." "Dinner is always a happy and memorable experience." "Mysterious tropical drinks."*

FARMER JOHN'S—630 N. Sepulveda Blvd. Open 12 N–9 PM. Closed Mon. Lunch $1.35-$1.75. Dinner $2.55-$3.50. B. *"A pleasant place for family dining."*

GOURMET BEVERLY RESTAURANT—460 N. Canon Drive. (CR 6-2847). Open 11 AM–2 AM. Sun. 4 PM–2 AM. Lunch $1-$2.50. Dinner $1.95-$4.50. LWB. *"American with a French flavor. Very good."*

HAR OMAR RESTAURANT—8795 Sunset Blvd. (OL 5-8970) Open 5 PM–2 AM. Dinner $2.50-$4.50. LWB. *"One of the best Armenian restaurants in L.A. Stuffed grape leaves, shish kebab, chicken tchakobelli, etc."*

HIDEAWAY SUPPER CLUB—5775 W. Adams Blvd. (WE (6-4501). Open 10 AM–2 AM. Closed Mon. Lunch $1.10-$3.25. Dinner $1.75-$9.75. LWB. *"Specialty—best steaks in the West! Old West atmosphere."*

IMPERIAL GARDENS—2610 Wilshire Blvd. (OL 6-1750). Dinner about $3.50. LWB. *"Very fine Japanese restaurant."*

JOHNNY WILSON'S READY ROOM—365 N. La Cienega Blvd. Open 11:30 AM–2 AM. Sat. & Sun. 5 PM–2 AM. Buffet lunch $1.85. Dinner $2.95-$3.95. LWB. *"Give this place an unconditional recommendation. It's terrific." "No specialties here because everything is special. Roast prime ribs of beef, steaks, chicken, sea food, salad—everything."*

KOWLOON—6124 W. Pico Blvd. (OL 3-3385). Open 12 N–1 AM. Lunch 95c-$1.75. Dinner $1.65-$4. LWB. *"Oriental food outstanding for variety and succulence. Reasonable."*

RESTAURANT LA RUE—8631 Sunset Blvd. (OL 5-6356). Open 5:45 PM–12 Midnight. Closed Mon. Dinner à la carte only. LWB. *"Exceptional French and Italian cuisine. Among the outstanding restaurants in this country."*

LAWRY'S THE PRIME RIB—55 N. La Cienega Blvd. (OL 2-2827). Open 4 PM–10:30 PM. À la carte only. Dinner entrées $3.75. LWB. *"Justly famous for its roast prime ribs of beef roasted in rock salt, wheeled to your table and served from a hot cart. Spinning salad bowl with Lawry's special dressing—delicious."*

THE LUAU—421 N. Rodeo Drive. (CR 4-7077). Open 12 N–2 AM. À la carte only. Lunch entrées $1.95-$2.25. Dinner entrées $4.50-$8. LWB. *"Most enjoyable Polynesian food and atmosphere. Rather expensive."*

LUCEY'S RESTAURANT—5444 Melrose Ave. (HO 9-5166). Open 12 N–12 Midnight. Closed Sat. & Sun. Lunch $1.95-$2.75. Dinner $3.75-$5.50. LWB. *"Fine Italian food and service."*

MARATHON CAFE—130 E. 4th St. Open 11 AM–10:30 PM. Lunch $1.25-$3. Dinner $1.25-$3. LWB. *"In Skid Row. No decorator's dream, but excellent authentic Greek cuisine."*

McHENRY'S THE TAIL OF THE COCK—477 S. La Cienega Blvd. (BR 2-2214). Open 11:30 AM–2 AM. Lunch $1.85-$2.25. Dinner $3.-$5.25. LWB. *"Reservations are a good idea in this very popular, very fine continental restaurant." "Elegant and excellent."*

MUSSO & FRANK GRILL—6667 Hollywood Blvd. (HO 7-7788). Open 7 AM–11 PM. Closed Sun. À la carte only. Lunch entrées $1.50-$2. Dinner entrées $2.50-$3.50. LWB. *"One of the oldest and best restaurants in the Hollywood section."*

NAPLES RESTAURANT—1508 N. Gower St. (HO 2-3213). Open 12 N–2 PM. À la carte only. Lunch entrées from $1.60. LWB. *"Best Italian food in California." "An Italian restaurant where the sea food is unsurpassed. Try the Maine live lobsters."*

NICKODELL RESTAURANTS—5507-11 Melrose Ave. & 1600 N. Argyle (HO 7-3557, HO 9-2181). Open 10 AM–2 AM. Lunch $1.25-$2.75. Dinner $1.45-$3.75. LWB. *"Good American cooking. Reasonable."*

THE OYSTER HOUSE—666 N. La Cienega Blvd. (OL 2-2900). Open 5 PM-2 AM. Dinner $2.50-$4.50. LWB. *"Lovely décor à la New Orleans—iron grillwork, etc. Marvelous sea food. Eastern lobster, shellfish, pompano."*

PAUL'S DUCK PRESS—2353 E. Olympic Blvd. (MA 9-8336). Open 11 AM–2 AM. Closed Sun. À la carte only. Dinner $3.75-$5. LWB. *"Game prepared with American, Italian, or French recipes, as you please."*

THE PICCADILLY—848 N. La Cienega Blvd. (OL 5-7068). Open 5:30 PM–12 Midnight. Dinner about $5. LWB. *"Wonderful Italian food. Try the grenadine of beef."*

PIERRE'S CONTINENTAL RESTAURANT—2319 Westwood Blvd. Open 11 AM–9 PM; Sat. & Sun. 4 PM–9:30 PM. Closed Mon. Lunch $1.15-$1.40. Dinner $2.50-$3.

Hitch **YOUR** Wagon to the Star stations and Watch Your Sales GO UP!

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THE PLYMOUTH HOUSE—9039 Sunset Blvd. (CR 4-2055). Open 11:30 AM–2 PM. Closed Sun. Lunch $1.25-$1.75. Dinner $3-$4.90. LWB. *"Excellent continental cuisine. Attractive."*

THE RAFFLES—4310 Degnan Blvd. (AX 4-9281). Open 11 AM-2 AM. Lunch $1.10-$1.65. Dinner $1.95-$4. LWB. *"Charcoal-broiled lamp chops my favorite. Unusually good salad with roquefort-sour cream dressing."*

RICHLOR'S—134 N. La Cienega Blvd. (OL 2-1314). Open 11:30 AM–10:30 PM. À la carte only. Lunch entrées 95c-$1.85. Dinner entrés $2.15-$3.50. LWB. *"A sea food bar to top all. And what they do to a sizzling planked hamburger is wonderful."*

ROBAIRE'S FRENCH RESTAURANT—348 S. La Brea. (WE 6-9262). Open 5 PM–2 AM. Closed Mon. À la carte only. Dinner entrées $1.75-$4.75. LWB. *"For a delicious French meal in a really continental atmosphere, this is the place."*

ROMANOFF'S—140 S. Rodeo Drive (CR 6-0241). Open 12 N–12 Midnight. Expensive à la carte. LWB. *"Best stuffed cabbage ever tasted. Elegrant atmosphere."*

SCANDIA—9040 Sunset Blvd. (BR 2-3959). Open 12 N–2 AM. Closed Mon. À la carte only. Dinner entrees $2.25-$5. LWB. *"Noted for Scandinavian food; however, excellent French chef will prepare anything." "The greatest!" "Quiet, pleasant, European setting. Superior food." "Best in L.A."*

THE SECRET HARBOR RESTAURANT—3357 Wilshire Blvd. (DU 2-7311). Open 11:30 AM–2 AM. Closed Sun. À la carte only. Lunch and dinner entrées $2.75-$5.50. LWB. *"Above average for continental cuisine. Quiet and intimate."*

SPORTSMEN'S LODGE—12833 Ventura Blvd. (ST 7-0881). Open 5 PM–2 AM. Dinner $2.50-$4.75. LWB. *"Fine continental cuisine. Or you may catch your own trout and have it prepared and served here."*

STEAR'S—116 N. La Cienega Blvd. (OL 5-8686). Open 5 PM–12 Midnight. À la carte only. Dinner entrées $2.75-$4.75. LWB. *"American cuisine. Excellent steaks and chops."*

TAM O'SHANTER INN—2980 Los Feliz Blvd. (NO 4-0228). Open 11:30 AM–12 Midnight. À la carte only. Lunch entrées 75c-$1.50. Dinner entrées $1.25-$2.75. LWB. *"High quality and fine service. American food."*

VILLA NOVA—9015 Sunset Blvd. (CR 5-9431). Open 5 PM–2 AM. Dinner $2.75-$4.75. LWB. *"A tremendous and varied Italian menu. Mozzarella appetizer is a rare treat."*

VILLA FRASCATI—8117 Sunset Blvd. (OL 6-2727). Open 12 N–2 AM; Sat. & Sun. 4 PM–2 AM. Lunch $1-$2. Dinner $2.50-$4.75. LWB. *"Always an excellent meal. Choice of French or American specialties. Don't be surprised to see your favorite movie star sitting at a nearby table."*

THE WILD GOOSE—13302 Ventura Blvd. (ST 7-6381). Open 11:30 AM-2 AM. Lunch $2-$3. Dinner $3.50-$6. LWB. *"All food except the roasts is cooked to order. Deliciously continental."*

WILLARD'S—9625 W. Pico Blvd. (CR 6-3766). Open 4 PM–12 Midnight. Table d'hôte only. Dinner $2-$3.25. LWB. *"Best southern fried chicken in southern California."*

THE WINDSOR RESTAURANT—3198 W. 7th (SU 2-1261). Open 11:30 AM–2 AM. À la carte only. Lunch & dinner entrées $2.75-$5.50. LWB. *"A cozy spot with excellent continental food and service." "A prix fixe luncheon with several courses from carts brought to your table for your selection."*

theatres

CABARET CONCERTHEATRE HO 3-5554
"In League With Ivy"—8:40 nightly except Sunday and Monday.

CIRCLE THEATRE, 800 N. El Centro HO 5-7500
"Tomorrow's Children"—8:30 Saturdays and Sundays.

CIVIC PLAYHOUSE, 755 N. LaCienega OL 5-8882
"Pajama Tops"—8:30 nightly except Monday. Saturday—8:30 and 10.45.

GALLERY THEATRE, 8351 Santa Monica OL 4-0456
"Inherit the Wind"—8:30 nightly except Monday. Saturday—8:30 and 10:30.

HORSESHOE STAGE, 7458 Melrose WE 9-2196
"A Very Special Baby"—8:30 Thursday, Friday, Saturday, and Sunday.

HUNTINGTON HARFORD, 1615 N. Vine HO 2-6666
"Funnel of Love"—8:30 nightly except Sunday. Wednesday and Saturday matinees at 2:30.

PASADENA PLAYHOUSE, Pasadena RY 1-6418
"Teahouse of the August Moon"—8:30 nightly except Monday.

PHILHARMONIC AUDITORIUM, 427 W. 5th MI 8464
"The King and I."

PLAYERS RING, 8351 Santa Monica OL 4-9192
"A View from the Bridge"—8:30 nightly except Monday. Saturday 8:30 and 10:30.

THEATRE MART, 600 N. Vermont NO 2-1121
"The Wayward Way"—8:30 Thursday, Friday and Saturday.

transportation

AIR

Los Angeles International Airport: 5800 Avion, ORchard 7-6171.

Lockheed Air Terminal: 2627 North Hollywood Way, Burbank CHarleston 0-5231.

RAIL

Los Angeles Union Passenger Terminal (Terminal of all rail lines): 800 North Alameda, MAdison 5-7171.

BUS

Continental Santa Fe Railways: 601 South Main, TRinity 3403.

Greyhound Bus Lines: Sixth and Los Angeles, TRinity 9781.

LOCAL

Gray Line Tours: 1207 West 3rd, MUtual 3111, for sight-seeing.

Los Angeles Transit Lines: 1060 South Broadway, Richmond 9-7211, for local transportation.

Metropolitan Coach Lines: 610 South Main, TRinity 7731, for interurban transportation.

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KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime ¼. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

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TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
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WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

advertisers

HOLLYWOOD

Max Factor & Company, 166 N. Highland	HO 2-6131
General Foods Corp., Bireley's, 1127 N. Mansfield	HO 9-2234
Hollywood-Maxwell Co., 6773 Hollywood	HO 9-7323

LOS ANGELES

American Soul Clinic, Inc., 445 Towne	MI 8222
Bekins Van & Storage Co., 1335 S. Figueroa	RI 9-4141
Bell Brands Food Ltd., P. O. Box 2402 Terminal Annex	RA 3-5161
Carnation Company, 5045 Wilshire	WE 1-1911
Challenge Cream & Butter Assn., 929 E. 2nd	TR 0341
Frontier Foods Corp., 2873 Dunleer	LU 3-1274
General Petroleum Corp., 612 S. Flower	MA 6-5711
Kern Food Products Co., 6453 Bandine	RA 3-5221
Vernon Kilns, 2310 E. 52nd	LU 8-2124
Waste King Corp., 3300 E. 50th	LU 3-6161
The Knox Company, 1651 N. Argyle	HO 4-3154
Lewis Food Co., 817 E. 18th.	RI 9-5105
Lyon Van & Storage Co., 1950 S. Vermont	RE 1-3131
Maier Brewing Co., 500 Commercial	VA 1061
Gladding McBean & Co., 2901 Los Feliz	NO 3-3361
McCulloch Motors Corp., 6109 W. Century	OR 8-9251
Louis Milani Foods, Inc., 12312 W. Olympic	BR 2-8521
National Schools, 4000 S. Figueroa	AD 4-9061
Nesbitt Fruit Products, Inc., 2946 E. 11th	AN 8-7221
Norris-Thermador Corp., 5215 S. Boyle	LU 8-7111
North American Aviation, International Airport	OR 8-3011
Palley Supply Company, 2633 E. Vernon	LU 8-1153
Ready-To-Bake Foods Inc., 7222 E. Saluson	RA 3-8481
Reddi-Wip, Inc., 8025 Melrose	OL 3-2260
Relaxacizor Inc., 980 N. LaCienega	OL 5-8000
Rexall Drug Company, 8480 Beverly	OL 3-1300
Rose Marie Reid, 5200 W. Century	OR 8-4771
Seaboard Finance Co., 945 S. Flower	MA 5-7851
Signal Oil Company, 811 W. 7th	MI 8311
Southern California Gas, 810 S. Flower	MA 5-3211
Sparklett's Drinking Water, 4500 York	CL 5-5171
Sunkist Growers Inc., 707 W. 5th	MU 7211
Union Oil Company of California, Union Oil Bldg.	MA 9-3261
Utility Appliance Corp., 4851 S. Alameda	AD 3-4241
Western Airlines Inc., 6060 Avion	OR 8-2531
Xlent Spanish Foods Co., 50001 S. Soto	LU 2-5121

agencies

BEVERLY HILLS

Byron H. Brown & Staff, Inc., 8421 Wilshire	OL 3-2320
H. M. Gardner & Assocs., 8693 Wilshire	OL 5-7620
C. B. Juneau, Inc., 8447 Wilshire	OL 3-1770
Lennen & Newell, Inc., 308 N. Rodeo	CR 1-7221
Walter McCreery Inc., 256 S. LaCienega	OL 2-4480
Stiller, Rouse, Berggren & Hunt, 250 S. LaCienega	OL 5-8550
Sudler Advertising, 9538 Brighton Way	BR 2-3438
Swafford & Company Advtg., 307 S. Robertson	BR 2-2781

HOLLYWOOD

Brooks Advertising, 1610 Argyle Ave.	HO 4-1158
Cossman Advertising Agency, 7015 Sunset	HO 4-1105
Craig & Reid Inc., 6000 Sunset	HO 4-8218
Cunningham & Walsh, Inc., 8721 Sunset	OL 2-5690
Dancer-Fitzgerald-Sample, Inc., 1680 N. Vine	HO 2-3256
William Esty Co., Inc., 6331 Hollywood	HO 2-6305
Foote Cone & Belding, 6233 Hollywood	HO 9-6265
General Advertising Agency, 7033 Sunset	HO 3-5128
Grant Advertising, Inc., 1680 N. Vine	HO 1-9321
Grey Advertising Agency, Inc., 1750 N. Vine	HO 4-7347
Hunter & Willhite Advtg., Agcy., 1540 N. Highland	HO 4-4191
Kenyon & Eckhardt, Inc., Equitable Bldg.	HO 3-2101
Needham Louis & Brorby, Inc., 1680 N. Vine	HO 2-2391
Media & Design, Inc., 6425 Hollywood	HO 2-4236
Raymond R. Morgan Co., 6233 Hollywood	HO 3-4194
Ross Roy, Inc. of California, 1680 N. Vine	HO 9-6263
Stodel Advertising Co., 5611 Melrose	HO 9-7163
Wade Advertising Agency, 6381 Hollywood	HO 4-7457
Young & Rubicam, Inc., 6253 Hollywood	HO 9-2731

LOS ANGELES

B.B.D.O., 6363 Wilshire	WE 1-1234
Beckman-Hamilton & Assocs., 915 LaCienega	OL 5-7850
Berghoff Associates, Inc., 511 N. LaCienega	OL 2-2850
The Caples Company, 301 S. Kingsley	DU 7-4255
Milton Carlson Advertising, 3450 Wilshire	DU 8-9464
Carson-Roberts, Inc., 8811 Alden Drive	BR 2-8366
Clark Collard Advtg. Agcy., 2506 W. 8th	DU 7-3388
Compton Advertising, 8733 Sunset	CR 4-7548
Consol. Advertising Directors, Inc., 8762 Holloway	OL 5-6484
D'Arcy Advertising Co., 3540 Wilshire	DU 5-3171
Darwin H. Clark, 1145 W. 6th Street	MA 5-2441
Dozier Eastman & Co., 400 Silverlake	DU 5-6071
Roy S. Durstine Inc., 3440 Wilshire	DU 8-3411
The Edwards Agency, Inc., 915 N. LaCienega	OL 5-7850
Erwin Wasey, Ruthrauff & Ryan, 5045 Wilshire	WE 1-1211
Foote Cone & Belding, 900 Wilshire	MA 9-3611
Albert Frank - Guenther Law, Inc., 1308 Wilshire	DU 5-4457
W. B. Geissinger & Co., Inc., 311 N. Flores	WE 3-7178
Glasser-Gailey, Inc., 3670 Wilshire	DU 4-2141
Glenn Advertising, Inc., 6399 Wilshire	WE 3-9369
Goodman Advertising, Inc., 614 S. San Vicente	WE 8-3993
Clyde D. Graham Advtg., 672 S. Lafayette Park Pl.	DU 3-1266
Will Grant Advg. Agcy., 268 S. Alexandria	DU 7-3361
Willard G. Gregory & Co., Inc., 416 W. 8th	TR 0531
Guerin Johnstone, Jeffries, Inc., 6356 York	CL 7-8271
Heintz & Co., Inc., 611 Wilshire	MA 9-3181
Hixson & Jorgensen, Inc., 3540 Wilshire	DU 8-3121
Jakobsen Advertising Agcy., 2201 Park Drive	NO 2-7183
MacManus John & Adams, Inc., 6399 Wilshire	WE 3-9569
Edward S. Kellogg Co., 685 S. Carondelet	DU 7-5213
Martin R. Klitten Co., Inc., 3670 Wilshire	DU 7-8395
Mayers Div., Cunningham & Walsh, 2301 W. 3rd	DU 8-2111
Dudley L. Logan Advtg., 304 S. Ardmore Ave.	DU 2-8471
Charles H. Mayne Co., 8487-B Melrose Place	OL 3-0990
McCann-Erickson, Inc., 3325 Wilshire	DU 5-3301
The McCarty Co., 3576 Wilshire	DU 5-4011
Anderson McConnell, Inc., 731 N. LaBrea	WE 1-1761
McNeill & McCleery, Inc., 3576 Wilshire	DU 5-3921
Philip J. Meany Co., 751 S. Park View	MI 3601
Arthur Meyerhoff & Co., 835 San Julian	OL 3-1633
Mogge-Privett, Inc., 712 S. Curson	WE 6-7243
John S. Monsos Advtg., 527 N. LaCienega	HO 5-9084
Elwood J. Robinson & Co., 1111 Wilshire	MU 7293
Roche-Eckhoff & Lee, Inc., 8721 Beverly	OL 5-7670
Bernard B. Schnitzer, Inc., 7421 Beverly	WE 8-9159
J. B. Sebrell Advtg. Agcy., 300 S. Los Angeles	MA 6-9397
Russel M. Seeds Co., Inc., 418 S. Robertson	CR 4-7613
Smalley Levitt & Smith, Inc., 643 Olive	MU 5336
Smith & Ganz, Inc., 511 N. LaCienega	HO 9-8234
Speer Advtg. Agcy., Inc., 2223 Olive	RI 7-9626
Barton A. Stebbins Advtg., 3142 Wilshire	DU 8-8131
Hal Stebbins, Inc., 714 W. Olympic	RI 9-5317
Steller Millar & Lester, Inc., 2700 W. 3rd	DU 7-5377
Stromberger, LaVene, McKenzie, 600 S. Lafayette Pk. Pl.	DU 5-2211
Sun International Advtg., 1651 N. Argyle	HO 4-3154
Taggart & Young, Inc., 7364 Beverly	WE 3-8108
J. Walter Thompson, 6505 Wilshire	OL 3-0300
Tilds & Cantz Advtg., 6087 Sunset	HO 2-1157
Van der Boom, Hunt, McNaughton, Inc., 672 S. Lafayette Park Pl.	DU 2-6203
R. W. Webster Advtg., 816 W. 5th	MA 9-2283
M. Weinberg Advtg. Agcy., 6523 Wilshire	OL 3-2300
Welsh-Hollander Advtg., 350 S. Alvarado	DU 9-1171
West-Marquis, Inc., 1220 Wilshire	MA 9-2214
Western Advtg., Agcy., Inc., 4848 Wilshire	WE 8-2681
White Advertising Agency, 8611 W. Knoll Drive	HO 3-5694

networks

American Broadcasting Company, 1539 N. Vine	HO 2-3141
Columbia Broadcasting System, 6121 Sunset	HO 9-1212
Keystone Broadcasting System, 3142 Wilshire	DU 3-2910
Mutual Broadcasting System, 1313 N. Vine	HO 2-2133
National Broadcasting Co., Sunset & Vine	HO 9-6161

participation

"sharing
in common
with others"

Webster's New Collegiate Dictionary

Bartell Family Radio keeps audiences alert for constant **participation** by copyright Games for Family Fun, thought-provoking editorials, gay reminiscences . . . all in a never ending stream of titillating intercourse of audience and

BARTELL FAMILY RADIO

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* **Pending FCC Approval**

station representatives

Alaska Radio-TV Sales Corp., 1901 W. 8th LA	DU 8-4151
American Radio TV Station Reps., 140 N. Robertson BH	OL 2-8474
AM Radio Sales Co., 5939 Sunset LA	HO 5-0695
Avery-Knodel, Inc., 3325 Wilshire, LA	DU 5-6394
William A. Ayres Co., 5880 Hollywood H	HO 2-1133
Charles Bernard Co., 1050 Montecito, LA	CA 5-3526
Hil F. Best Co., 111 N. LaCienega BH	OL 5-8326
Walter Biddick Co., 1046 S. Olive, LA.	RI 9-8800
John Blair & Co., 3460 Wilshire LA	DU 7-1333
The Bolling Company, Inc., 204 S. Beverly BH	BR 2-0544
The Branham Company, 6399 Wilshire LA	WE 1-1551
Breen & Ward, 6331 Hollywood LA	HO 3-7178
Broadcast Time Sales, 1540 N. Highland LA	HO 5-1755
Burke-Stuart Co., Inc., 6606 Selma H	HO 3-7194
Burn-Smith Company, Inc., 672 S. Lafayette LA	DU 2-3200
CBS Radio Spot Sales, 6121 Sunset H	HO 9-1212
Scott Church & Co., 6331 Hollywood H	HO 3-7178
College Radio Corp., 6606 Selma LA	HO 3-7194
Donald Cooke, Inc., 111 N. LaCienega BH	CR 5-2022
Crosley Broadcasting Sales Offices, Sunset & Vine H	HO 9-6161
Devney, Inc., 612 S. Serrano LA	DU 4-7352
Bob Dore Assocs., 5880 Hollywood H	HO 2-1133
Everett-McKinney, Inc., 111 N. LaCienega BH	OL 2-1313
Forjoe & Co., Inc., 451 N. LaCienega LA	OL 5-7755
Gill-Perna, Inc., 730 Western, LA	DU 7-4388
W. S. Grant, Inc., 6606 Selma H	HO 3-7194
Irene Griffith, 1341 N. Cahuenga, H	HI 3912
Headley-Reed Co., Hollywooo at Vine H	HO 4-7738
George P. Hollingbery Co., 3325 Wilshire LA	DU 5-2071
Hal Holman Co., 6381 Hollywood LA	HO 2-2351
George T. Hopewell, Inc., 111 N. LaCienega BH	OL 5-8326
H-R Representatives, Inc., Equitable Bldg. H	HO 2-6453
Indie Sales, Inc., 111 N. LaCienega BH	OL 5-8326
Intercontinental Services, Ltd., 6331 Hollywood, LA	HO 2-2289
The Katz Agency, Inc., 3325 Wilshire, LA	DU 5-6284
Frank King & Co., 3780 W. 6th, LA	DU 5-6213
Major Market Representatives, 1441 N. McCadden, H	HO 1-9981
Jack Masla & Co., Inc., 111 N. LaCienega, BH	OL 2-1313
McGavren-Quinn Co., 1741 Ivar, LA	HO 4-2856
Joseph Hershey McGillvra, Inc., 612 S. Serrano, LA	DU 4-7352
The Meeker Company, Inc., 6381 Hollywood, LA	HO 2-2351
Tracy Moore & Assocs., 6381 Hollywood, LA	HO 2-2351
NBC Spot Sales, Sunset & Vine, LA	TH 5-7000
National Time Sales, 672 S. Lafayette Park, LA	DU 2-3200
Harlan G. Oakes & Assocs., 672 S. Lafayette Park, LA	DU 2-3200
Lee F. O'Connell Co., 111 N. LaCienega, BH	OL 2-1313
O'Connell-Palmer Company, 111 N. LaCienega, BH	OL 2-1313
Richard O'Connell, Inc., 6381 Hollywood, LA	HO 2-2351
Pacific Northwest Broadcasters, 6381 Hollywood, LA	HO 2-2351
Pan-American Broadcasting Co., 672 S. Lafayette, LA	DU 2-3200
John E. Pearson Co., 3242 W. 8th, LA	DU 5-5084
John H. Perry Assocs., 5880 Hollywood H	HO 2-1133
Peters, Griffin, Woodward, Inc., 1750 N. Vine, H	HO 9-1688
Edward Petry & Co., Inc., 530 W. 6th, LA	TU 3171
Radio-TV Representatives, Inc., 111 N. LaCienega, BH	OL 5-7597
Rambeau, Vance, Hopple, Inc., 1350 N. Highland, LA	HO 4-6017
Paul H. Raymer Co., Inc., 1680 Vine, H	HO 2-2376
Duncan Scott & Co., 1901 W. 8th, LA	DU 8-4151
Sears & Ayer, Inc., 1741 Ivar, LA	HO 4-2856
Stars National, Inc., 6381 Hollywood LA	HO 2-2351
Tele-Broadcasters, Inc., 758 E. Colorado, LA	RY 1-7148
Venard, Rintoul & McConnell, Inc., 1901 W. 8th, LA	DU 8-4151
The Walker Representation Co., Inc., 672 S. Lafayette, LA	DU 2-3200
Grant Webb & Co., 8622 Wilshire, BH	OL 5-8998
Weed Radio Corp., 6331 Hollywood H	HO 2-6676
Adam Young, Inc., 6331 Hollywood, LA	HO 2-2289
Young Representatives, Inc., 6331 Hollywood, LA	HO 2-2289

HISTORY OF NAB CONVENTIONS

MON.—YR.	CITY
Oct. 1923	New York
Sept. 1924	New York
Sept. 1925	New York
Sept. 1926	New York
Sept. 1927	New York
Oct. 1928	Washington
Nov. 1929	West Baden, Ind.
Nov. 1930	Cleveland
Oct. 1931	Detroit
Nov. 1932	St. Louis
Oct. 1933	White Sulphur Springs
Sept. 1934	Cincinnati
July 1935	Colorado Springs
July 1936	Chicago
June 1937	Chicago
Feb. 1938	Washington
July 1939	Atlantic City
Aug. 1940	San Francisco
May 1941	St. Louis
May 1942	Cleveland
April 1943	Chicago
Aug. 1944. NAB Executive War Conference	Chicago
Jan. 1945. NAB War Conference	Los Angeles
Oct. 1946	Chicago
Sept. 1947	Atlantic City
May 1948	Los Angeles
April 1949	Chicago
April 1950	Chicago
April 1951	Chicago
March 1952	Chicago
April 1953	Los Angeles
May 1954	Chicago
May 1955	Washington
April 1956	Chicago
April 1957	Chicago
April 1958	Los Angeles

U. S. RADIO . . .

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876% GAIN

6 Times the Audience in 60-Days
9 Times the Audience in 90-Days
and getting hotter every minute

HOOPER, March, April, 1958
TRENDEX, Feb., 1958

Never before in the history of St. Louis has a radio station scored such solid audience gains in such little time.

St. Louis fell in love with Wonderful WIL Radio's bright, happy personalities
. . . enjoyable music
. . . complete news
. . . 24-hours a day.

WIL, now in its 37th-year, was reborn in 1958, when it became a Balaban Station.

The result: Instantaneous Combustion.

Yes, wonderful WIL is setting this great midwestern market on fire! So, get hot with WIL radio. Add Motion to Promotion! For instantaneous action, call John Box or your Adam Young man.

Sell St. Louis with the "hottest" station in the Midwest

Wonderful WIL Radio St. Louis, Mo.

JOHN F. BOX, JR., Executive Vice-President

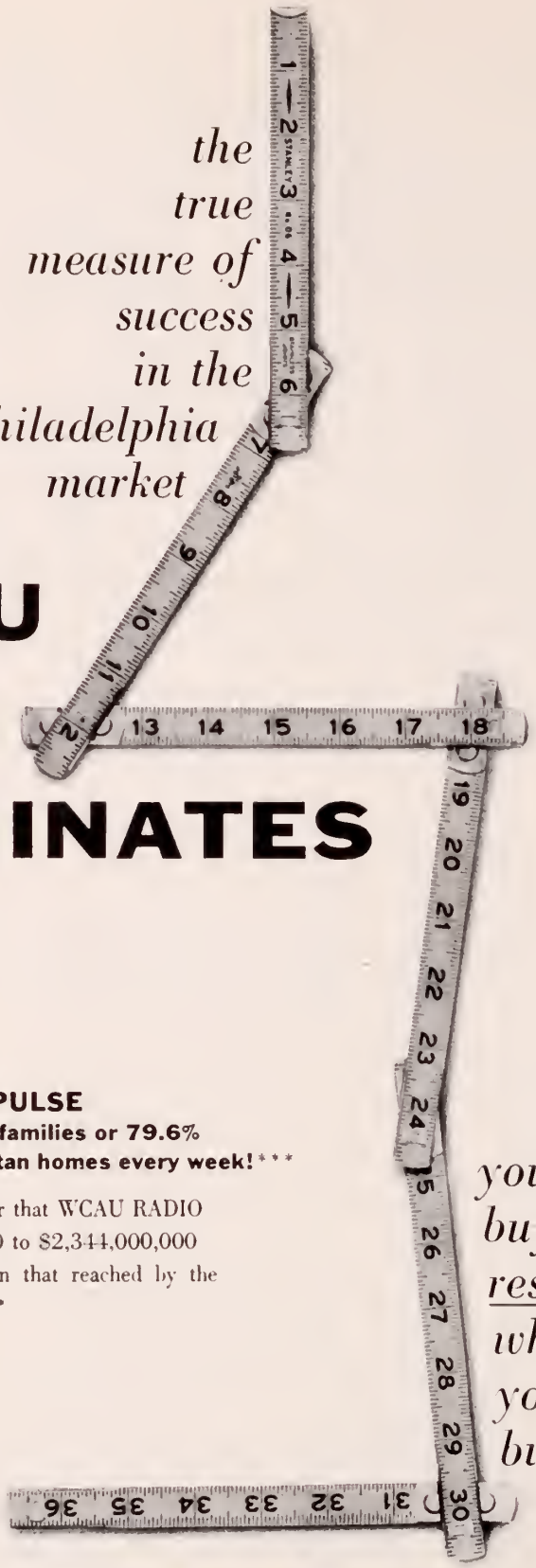
Sold Nationally by ADAM YOUNG, INC.

One of the Balaban Stations . . . in tempo with the times

Copyright 1958 The Balaban Stations

the true measure of success in the Philadelphia market

WCAU RADIO DOMINATES



1ST IN NIELSEN*

1ST IN PULSE**

1ST IN CUMULATIVE PULSE
reaching 941,400 different families or 79.6% of all Philadelphia Metropolitan homes every week!***

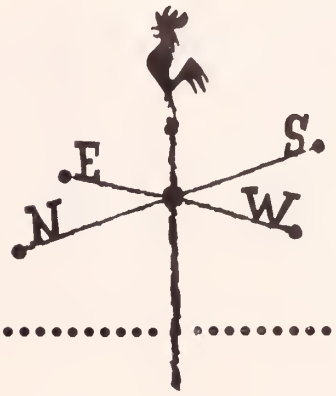
It means in terms of buying power that WCAU RADIO families make up a $345,000,000 to $2,344,000,000 RICHER MARKET annually than that reached by the other 5 Philadelphia stations!******

you buy responsiveness when you buy

WCAU RADIO

Represented nationally by CBS Radio Spot Sales

* Nielsen, Feb.—March '58
** Pulse of Philadelphia, Jan.—Feb. 1958
*** Cumulative Pulse, Dec. 1957
**** Sales Management, May 10—1957 Buying Income per Family



Stations Go After Local Advertisers And Get Results

Survey shows more salesmen on payrolls. Business is being created through promotions

Stations across the nation are hunting — and finding — effective ways to develop radio's sales potential on the local level. In many cases they are employing more salesmen and are coming up with ingenious promotions designed to sell the station to advertisers in their own hometowns.

Sales staffs are larger now than in the last several years, according to Radio Advertising Bureau. It predicts that by 1960 the average radio station will have five to five-and-a-half salesmen and by 1965 the average outlet will employ 10 salesmen. Present statistics show that in markets over 500,000 the median number of salesmen for a station is five, while the number can range from one-and-a-half to 10. In markets of 100,000 to 500,000 the median is three, the range three to six. In areas under 100,000, the median is again three, but the range drops from one-and-a-half to five, according to the RAB survey.

These sales staff increases should help to offset the main fault in station selling approaches, states Jack Hardesty, vice president of RAB. He believes radio errs in confining itself to soliciting its own portion of the advertising dollar, instead of going after a larger share of the total.

Attention to the local advertising picture has intensified markedly during the last couple of years. RAB, for one, has been after station executives to increase sales personnel to keep pace with the postwar importance of local billings as a major

factor in overall revenue volume.

When radio decentralized in the postwar years and stations increased four-and-a-half times over the prewar era, they often lagged behind in expanding their sales structures to accommodate radio's changing character.

In addition to the recent upswing in hiring selling talent, stations are creating myriads of sound ideas to bring in local business, directly or indirectly.

For example, a combination of psychology and flattery is being turned successfully by WIRL Peoria, Ill., into a climbing sales curve. The station has programmed a series of "Mystery Voice" contests—the voices being those of local businessmen who do not utilize radio advertising. The station first persuades these merchants to lend themselves to the contest, then the townspeople try and identify the voices to win prizes. After interest builds up, the whole town begins discussing the current mystery man. When someone finally guesses who he is, the new celebrity's phone starts ringing with congratulations and comments, WIRL says. The merchant is thus shown personally the value radio possesses and very often ends up by buying time, the station says.

Volkswagen and Pete Viking explore space together on top of 40-foot tower in promotion for WKIS Orlando, Fla. Station's mobile unit and d.j. spent one week broadcasting here during Central Florida Fair Week.

'Blue Monday'

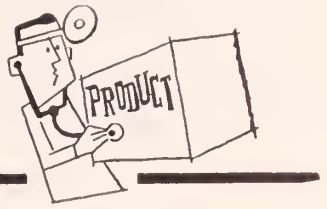
Another midwestern station sold an idea to a single appliance dealer that was so attractive it guaranteed WING Dayton, O., 16 sold-out broadcasting days last year. WING arranged that the dealer buy any unsold time on the station each Monday that it rained. The commercial pitch was that "blue Monday" would not be blue for the housewife if she owned a clothes dryer. She then would not care whether it rained on washday, according to the station. The appliance company liked the idea so well that it committed itself in advance, not knowing how much it would be billed for, nor how often —a significant selling achievement.

In Allentown, Pa., station WSAN got the Allied Van Co., movers, to increase its weekly spots from five to 25 within a year's time by promoting a copy idea. Whenever a family moved in the area using Allied, the firm announced the change of address over the air. This proved popular with both private individuals and commercial firms, who did not want to bother sending out notices, with Allied soon promising to plug everyone that moved with them. By the end of the year they increased their original buy five times to accommodate their new business, WSAN states.

In Orlando, Fla., station WKIS sold out for an entire week as the result of a single promotion involving the "Kis Spaceman." During Central Florida Fair Week, both the station's mobile unit and its star announcer, Pete Viking, lived on top of a 40-foot tower which was erected on the fair grounds. The station's Volkswagen and Mr. Viking were hoisted to the summit by a crane and 150,000 fair visitors paused to watch the spectacle throughout the week. Billboard space was sold on the tower in a package deal combined with air time. Mr. Viking originated seven-and-a-half hours of broadcasting a day from his lofty perch. Newspaper publicity for WKIS was used and paid for by the participating sponsors. At the end of the week the station dropped $10,000 in cash and gift certificates from the top of the tower according to W. H. Forsythe Jr., the station's commercial manager. • • •

HOMETOWN U.S.A.

commercial clinic



Nucoa Sells Consumer Through Subliminal Sound: Commercial Within a Commercial

One of the latest additions to radio's bag full of commercial techniques was conjured up recently by a west coast agency—a variation on the new theme, subliminal sound.

This deliberate appeal to the subconscious has just been introduced by Nucoa Margarine, division of the Best Foods Inc., New York. The one-minute spots, now being aired during the daytime hours over 75 radio stations in 32 markets, were created by Glen Hurlburt, musical director for Guild, Bascom & Bonfigli Inc., San Francisco, agency for the product.

Musical Reminder

The Nucoa commercial, a jingle, sounds to the conscious ear like a normal music-and-words sales message. The subliminal sell, according to Henry Buccello, account executive in the agency's New York office, lies not in the volume of the commercial, but in a "repeated reminder that is woven into the musical fabric of the regular sales message."

The account executive does not believe the same hue and cry will be raised over subliminal sound as has been raised about subliminal sight commercials—those appealing to the subconscious through the eye. "Sight subliminals intrude upon a movie or tv program without the viewer being aware that he is being sold," Mr. Buccello points out. "In our use of subliminal sound the listener is already hearing a commercial. We are just adding a new ingredient to the regular, selling recipe."

Mr. Buccello states that the agency does not yet have any information available on the results of the new technique in selling Nucoa. The agency has been discussing, he says, conducting a test in two similar markets where the commercial will be aired in one with the subliminal portion, and in the other without it. "That way we would be able to compare sales in both markets to get an idea of what effect, if any, subliminal sell has on sales," Mr. Buccello explains.

GB&B's Mr. Hurlburt describes his development of the technique this way: "The fact that I have been blind throughout my adult life may have given me more real respect for the value of sound. It is more likely, though, that 30 years as a working musician have made me aware of the phenomenon that the ear is frequently quicker than the eye.

Glen Hurlburt, GB&B music dir.

"I have used the technique of diversion so long employed by magicians, and adapted it to the commercial," Mr. Hurlburt explains. "The conscious ear is engrossed in the obvious, while the subconscious is aware of the secondary musical line." Mr. Hurlburt believes Nucoa is the first company to employ this technique deliberately, but says that other firms, notably Pepsi-Cola and Pepsodent, have used subliminal sound accidentally.

"For example, in the original Pepsi-Cola jingle the repetitive use of the word, 'trickle,' though not being pertinent to the sales message, is certainly a reminder of thirst.

"More recently," Mr. Hurlburt continues, "in the Pepsodent song, the production techniques leave a listener with a distinct impression that only a refreshing, pleasant result can occur from the use of the product."

Mr. Hurlburt will not reveal Nucoa's subliminal message because it would then lose its subconscious appeal, he feels.

"Diversion is not, however, the only technique that can be employed in this type of thing," the composer declares. "As in visual projection, secondary persuasion can be achieved by means of intensity of imagery."

Mr. Hurlburt and David Bascom, board chairman of the agency who wrote the words, are reported ready to collaborate on future subliminal sounds. • • •

station log

Stations Talk Up Healthy Aspects of Business Economy

Stations throughout the nation have started campaigns to point up the positive aspects of the economy, on the theory that much of the recent downturn in business has been caused by pessimistic talk.

A "bellringer" campaign is under way on WLOL Minneapolis-St. Paul, Minn., "to counteract all of the gloomy business talk." Businessmen throughout the area have been asked to submit examples of increased sales, production and employment, expansion of facilities and new openings.

Items such as plans for a million dollar parking ramp, a 36 percent monthly sales rise for an auto dealer and a $3 million housing development announcement are featured on WLOL newscasts and are accompanied by the ringing of a bell "to call attention to the bright side of the economic news." KELO Sioux Falls, S. D., a sister station, has started a similar drive.

And a Flint, Mich., businessman, also convinced that "optimism is contagious," conducted a mammoth publicity campaign to help offset a 30 percent drop in local business.

Using no other media, The Ace Furniture Co. bought an average of 65 announcements a day on WBBC for three days. "Gloom-busting" items were also added to newscasts. The campaign brought the store its biggest single sales day volume in history, attracting an estimated 5,000 customers.

In Akron, O., the heightened interest in economic conditions has brought action by WCUE, which has established a business reporting service to broadcast business news four times daily on Fridays and Saturdays.

The pooled business outlook of selected groups of Akron businessmen is a special feature of the service. In addition, the reports include retail sales figures, an Akron stock average and a "WCUE business indicator."

KOOL Phoenix, Ariz., has scheduled a heavy spot campaign to tell its listeners "the true facts of business" in its area. The announcements, using figures from the Retail Merchants Trade Association, wholesale houses, financial institutions and the Chamber of Commerce, show that business is ahead of last year in Phoenix.

The Bartell Family Group designated April as "buy today for a better tomorrow" month, kicking it off with a one-minute editorial recorded by Gerald A. Bartell, president of the group. He said "the American economy is most comfortable when it speeds along at a lively clip. A slow-down, such as we are experiencing—however slight—is uncomfortable. The best advice—speed it up again by resuming normal purchasing."

And on the theory that "a large part of the retail sales lag is due to the public's reluctance to buy rather than its inability," WELM Elmira, N. Y., has started an "all-out local public relations campaign with the theme, 'Now you can get a better buy, so better buy now!'" The non-commercial effort ties in the slogan to all station breaks and news programs.

A similar nine-day selling effort was conducted jointly by WGN Chicago, the Chicago Automobile Trade Association and the Greater Chicago Used Car Dealers. The slogan was "You Auto Buy Now" and the purpose was to encourage people "who are working and have money in the bank to buy a car now if they need one."

WWJ Detroit put its full efforts behind that city's "Buy Days Mean Pay Days" promotion, designed to stimulate a business upturn. Station breaks, newscasts and mobile unit pickups were employed.

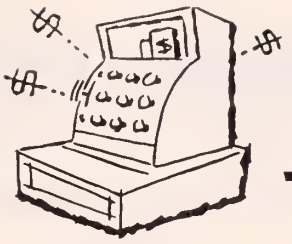
And WWDC Washington, D. C., is airing a series of commentaries called, "Are We Talking Ourselves Into a Depression." Typical is a recent two-minute talk by News Director Joe Phipps in which he warned that "the pangs of fear have become more and more pronounced . . . by increasing talk of tumbling stock markets, rising inventories, increased unemployment." After quoting several optimistic statistics, Mr. Phipps repeated words of 1933: "The only thing we have to fear is fear itself."

Problems of the broadcasting industry are discussed by an owner, a manager, a reporter at the Ohio Association of Broadcasters convention held in mid-April in Cleveland. Left to right: Gerald Bartell, owner of the Bartell Family Group; Gordon Davis, general manager of KYW Cleveland, and George Condon, radio editor of the *Cleveland Plain Dealer*.

RADIO ACTIVITY

• The six radio stations in Flint, Mich., have joined in the Flint Radio Broadcasters Association. The purpose of the organization is to further the expansion and promotion of radio in that market and, by joint efforts, "make radio an even more dominant factor in community activities, as well as in advertising revenue." Members are executives of WAMM, WBBC, WFDF, WKMF, WTAC and WMRP. • • •

radio registers



COOKBOOK OFFER

An offer for a Lea & Perrins Worcestershire Cookbook was mentioned four days ahead of spot schedule by Art Brown on his morning show on WWDC Washington, D.C. This early play brought in 191 requests for copies. Impressed by these results, the agency approved the early start of the offer and in three days 2,288 letters had been received. The advertiser reveals that radio cost less than six cents in ad money for each request received, as compared with its best return for print media of 50 cents and for tv of 32 cents.

APPLIANCES

The B. F. Goodrich store in Belmont, N. C., previously a newspaper-only advertiser, tested radio with a three-day saturation spot package advertising automatic fry pans over WCGC. The store sold 74 fry pans in this period and as a result signed a 12-month contract. Total cost of trial spots: $50.

USED CARS

Daniels Lincoln-Mercury Co. of Augusta, Ga., placed a saturation campaign of one-minute spot announcements over WAUG in a two-day campaign utilizing no other media. Daniels reports it sold 22 used cars during Friday and Saturday when the spots were aired, four the next Monday and two on Tuesday "as a result of these announcements" at a total cost of $100.

GREETING CARDS

Alameda Pharmacy in Pocatello, Ida., received a shipment of 50 cases of Christmas cards too late in the season for regular sale. In order to unload them, the store purchased 10 short announcements per day for two days over KYTE. Results: For a total outlay of $30, the pharmacy had sold the entire 50 cases of greeting cards in three days.

RANKS 11th

IN THE NATION

in per family income

($7,339.00)

Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area

USES THE LOCAL & NATIONAL FAVORITE

WRBL

AM FM TV

TELEVISION:

COMPLETE DOMINANCE

• MORNING • AFTERNOON • NIGHT

FIRST IN 97.3% OF ALL QUARTER HOURS

Area Pulse—May, 1957

RADIO:

LEADS IN HOMES DELIVERED BY 55%

Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL

AM — FM — TV

COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

TO COVERAGE—is the KOA-RADIO Route that takes your advertising message throughout the *entire* Western Market — reaching cities and towns, farms and ranches in 302 counties of 12 states!

TO SALES — is the KOA-RADIO Route — the West's best way to sell your product to over 4 million potential customers!

GET ON — STAY ON* — KOA-RADIO! It's the *only* station you need to route your product *directly* to the entire, rich Western Market.
*(*most advertisers do!)*

Represented nationally by Henry I. Christal Co., Inc.

KOA DENVER *Radio*
U.S.R. 2/58

One of America's *great* radio stations
50,000 watts **850 Kc**

WWRL NEW YORK

Sells more products by:

Offering your product a full merchandising schedule, with detailed weekly reports to you...

Delivers the largest Negro and Spanish audience who can buy your product . . .

Sell 2,455,000 Negro & Spanish-Puerto Rican people in New York . . .

For complete details . . . write

WWRL, Woodside 77, New York City
Tel: Defender 5-1600

report from RAB

Audience Surveys Refute Charges That Teenagers Are Bulk of Listeners

Charges have been made that today's radio audience consists mainly of teenagers. RAB reports these claims can be refuted with research it has released to members over the last few years — and continues to release periodically.

The following facts, from listening habit studies conducted for RAB by The Pulse Inc. in important metropolitan markets, give the lie to the attacks of radio's critics. This evidence proves, says RAB, how much and how often all types of people listen to radio each day.

Professional men. Virtually all doctors, lawyers and dentists, the high income members of the community, listen to radio regularly. More than half of them tune in five or more days each week. The overwhelming majority of them prefer newscasts and popular music programs.

Housewives Listen

Young homemakers. Defined as being in the 25 to 35 age group with two or more children less than 13 years old, these housewives listen to radio during all phases of their daily routine. Actually, RAB states, 95 percent of these homemakers listen during an average week.

Single working women. Almost nine million women in this group are getting consistent attention from advertisers because they have their own money to spend, and the figures show that 95 percent of them listen to radio each week, RAB says.

Engineers. Most engineers are regular radio listeners. Nearly half of the engineers who hear radio listen in their cars. Almost three of every four in this audience listen en route to work — at least half have car sets tuned in after work. Other favorite listening posts for engineers are — in this order — kitchen, bedroom, living room.

Working housewives. There are more than 11 million married women who work, thus contributing their salaries to the household operation — while maintaining strong influence on buying habits. Of this group, RAB reports, 95 percent listen to the radio each week. Their favorite listening spot is the kitchen.

Working men. Better than nine out of 10 of America's working men — both skilled and semi-skilled — listen to the radio each week. On any given weekday, three out of four of these men listen to radio. On a weekend day, seven out of 10 can be reached through radio.

Men and women age 50-65. An important buying segment of the population, 93 percent of these men and women listen to radio each week. Close to half tune in every day of the week. Approximately 70 percent of their households own more than one radio.

Young men. Of the male population between the ages of 25 and 30, 93.4 percent listen to the radio each week, RAB declares. Three out of four listen on any given weekday. Their favorite listening place is the automobile. More than half of them prefer news as their program vehicle.

Housewives. More than nine out of every 10 of these controllers of the nation's purse strings spend more than 16 hours weekly listening to radio. More than three out of every four are tuned in on any given weekday, and on the average morning better than half of the homemakers will listen.

Top Income

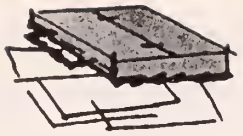
Men in the top 15 percent income bracket. Radio is a steady companion to these men. An overwhelming majority spend a total of more than one day each week listening to radio. On the average weekday morning more than half tune in.

Additional evidence of the attention that radio commands from American families comes from other sources. A. C. Nielsen Co. shows that 53.2 percent of American radio homes listen in the course of a week during 6 to 9 p.m. — nighttime hours.

And, according to Sindlinger & Co., people spent nine billion hours with radio in the average 1957 week.

RAB cites these facts as proof that all kinds of people listen to radio all hours of the day. • • •

report from representatives



Katz Aids Stations in Audience Building; Venard On Multiple Discount Problem

The Katz Agency's fulltime radio program consultant, veteran broadcasting personality George Skinner, has launched the firm's represented stations on an audience-building campaign.

Reporting to Morris Kellner, the radio department's vice president, Mr. Skinner has developed a series of program techniques based on his visits to stations.

One of the devices he employs gives Katz stations in different markets the benefit of each other's more successful programming techniques. Through a selective "tape bicycling" system, Mr. Skinner matches the specific problems of one station with the answers of another in off-the-air tape form.

The "tape bicycling" approach includes the use of non-Katz station tapes whenever Mr. Skinner spots a format or policy particularly applicable to a specific client problem. Mr. Kellner claims that this "tape bicycling" constitutes the first systematic use of "audio memos" to supplement and illustrate program suggestions provided by a sales representative.

The Katz people accept the fact that what works in one market may not in another. Nevertheless, they feel that these examples of effective programming techniques have a widespread use potential.

Mr. Kellner sums up the firm's reactions to its first few months of fulltime representative program consulting with the statement, "We are finding confirmation of our belief that the representative, through daily contact with a significant cross section of broadcasters, can contribute effectively to audience building through more effective programming."

Multi-Product Advertisers

A major problem for bookkeeping departments of stations, agencies and representatives, according to Lloyd George Venard, is the servicing of the more than 30 large parent companies who are buying radio for a number of their products.

The problem of multiple discounts did not exist until radio developed into the saturation campaign stage, the president of Venard, Rintoul & McConnell Inc. says, and today "correct billing requires detail alertness on the part of the station and the representative.

"We have supplied our stations with a list of parent companies and products," he tells U. S. RADIO. "We believe we are one of the first firms to inaugurate this service, as the problem sprung up only since the 1957 billings. When overlapping campaigns are placed we immediately notify the stations of this.

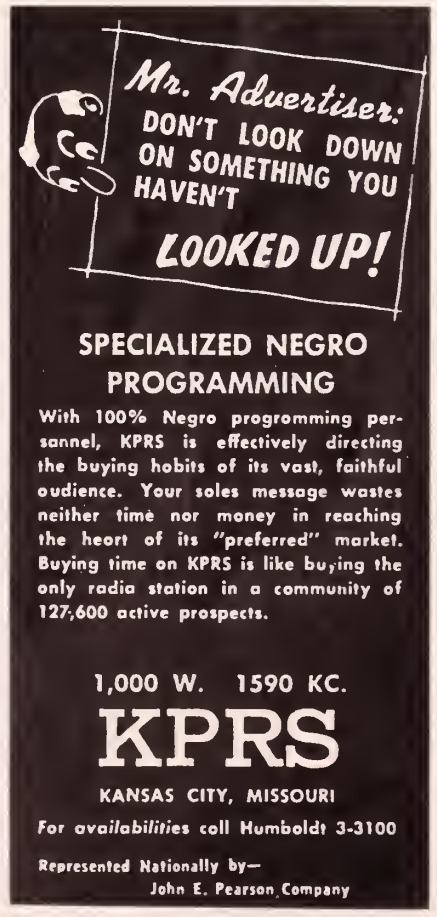
"The stations should set up a master file for the parent companies, listing all of the products of each. When the representative sends the order confirmation," he explains, "naturally the confirmation calls attention to the fact that this is a parent company campaign and must be combined with all products for that company."

Mr. Venard estimates that of the 30 leading companies, most of them are placing for an average of 10 products, a few are placing for as little as three products and several approach 40 products to which overlapping discounts apply. Stations and representatives must be alert, he says, "so that agencies can be immediately notified of temporary changes in rates."

Branham Milestone

The Branham Co. is marking its 50th anniversary as an advertising representative and the firm's 22nd year as a radio station representative.

The firm was founded in 1908 by John M. Branham. He began with three salesmen and offices in New York and Chicago. Today the company employs more than 65 in offices in those cities plus Dallas, Tex.; Atlanta, Ga.; St. Louis, Mo.; Detroit; Charlotte, N. C.; San Francisco; Los Angeles; Memphis, Tenn., and Miami, Fla. • • •



TO
MEET
HEAD
ON
A NEED
THAT
EXISTS
IN
THE
RADIO
FIELD
TODAY
...

★ *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

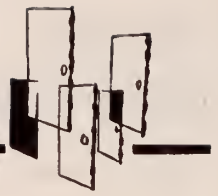
ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

report from agencies



Ogilvy, Benson & Mather Ups Radio Spending By 14 Percent in 1958

James McCaffrey, OBM sr. v.p.

One of New York's fastest growing agencies anticipates spending more than $2.5 million in radio in 1958, an increase of $300,000 over last year. According to James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, the agency expects to bill about $20 million this year, nearly double its billings of five years ago. The increase in radio spending in 1958 is about 14 percent above expenditures for the sound medium last year.

Mr. McCaffrey cites Tetley Tea, Schweppes, and Pepperidge Farm as three of the nine year-old agency's major radio spenders. The Pepperidge series, featuring Titus Moody, has had phenomenal success with the senior air medium, he says.

Pepperidge Award

In a survey of more than 2,000 agency and advertiser personnel, Pepperidge was voted one of the best radio commercials of 1957. The study, made by John Blair & Co., station representative, polled station and account executives and copywriters across the country and was made public in April.

Pepperidge, the agency reports, is the first winner that has conducted its campaigns in only 12 markets. (The client distributes only on the East Coast.)

Mr. McCaffrey attributes the Pepperidge success to OBM's underlying advertising concept. "We like to conceive of an excellent creative idea first and then pick the medium that suits it best. We never decide on the media to be used until we have come up with an overall campaign theme."

This approach is reflected in the agency's decision, now two months old, to switch over from specialized media buying to the concept of the buyer's being trained to purchase all media for a client.

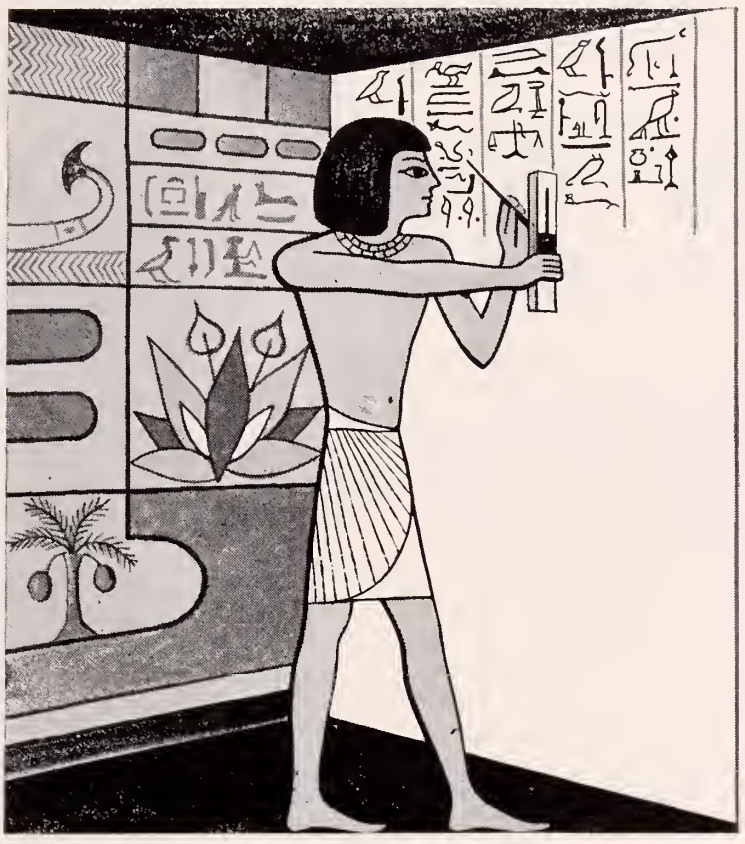
Hendrik Booraem, vice president in charge of radio-tv, defines the agency's approach to radio advertising in this way, "We never lost faith in radio and have always used it heavily. Radio is particularly effective for saturating the market with a given campaign for a set period of time. We have been in spot extensively because it gives excellent coverage at the least cost."

Mr. McCaffrey declares, "We regard ourselves now as experts in spot radio from both the creative and the buying end. Radio has tremendous selling power and always has. Television, after all, grew out of radio and was spawned by the three radio networks. Three things occurred to cause radio's lean years: the networks picked their radio brains by putting many of radio's best salesmen into the newer medium; there was an indefinable but effective lack of confidence in radio expressed by many people in the industry, and this resulted in lowered rates; this inferiority complex was picked up by advertisers and agencies through a sort of personal radar."

Mr. McCaffrey comments that the lowering of radio rates was "the opportunity of a lifetime" for his agency and enabled it to boost sales for several clients through saturation campaigns. Tetley Tea went into radio, he says, for reasons of economy and found it so effective that when more money became available the company increased its use of the medium.

Mr. McCaffrey predicts bright years ahead for radio and expects Ogilvy, Benson & Mather to continue to increase its radio billings. • • •

as basic as the alphabet



EGYPTIAN

Seorching for the oncient oncestor of our letter C, mony scholars eye with favor the Egyption picture-sign for *corner* or *angle*.

PHOENICIAN

With the passage of time, for-troveling Phoenicion merchants odapted the corner sign and let it stand for the first sound of *gamel*—precise meaning of which is not certoin.

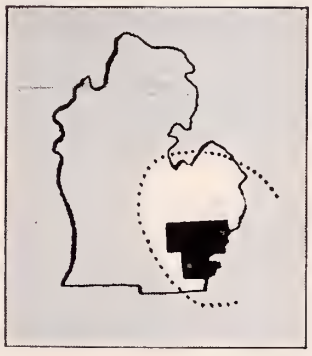
GREEK

The Greeks changed *gamel* to *gammo* and wrote it in various woys. The form pictured here wos officiolly odopted by the Athenians in 403 B.C.

ROMAN

From one of the Greek *gomma* forms, the Romons created two Latin letters. One wos our letter G; the other, our letter C.

Historicol doto by
Dr. Donold J. Lloyd, Wayne State University



Cream of the Michigan market

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Changing listeners into customers is much easier when you buy WWJ. Nearly thirty-eight years of quality radio service to Detroit and southeastern Michigan have built a tremendously loyal audience which accepts WWJ-advertised products quickly and enthusiastically.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Bob Maxwell and Jim De Land. It's the *basic* thing to do!

WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

ON THE

Great

GOLDEN SPREAD

- Retail sales in Amarillo up 11% over January a year ago
- Employment 3% above that of the previous January
- Bank deposits up 5½ million dollars over March, 1957
- Wheat prospects look the best in seven years
- Cattle prices are up over last year

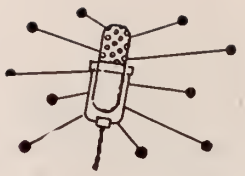
YES, BUSINESS IS GOOD,
ARE YOU GETTING YOUR SHARE?

KGNC radio

710 kc 10,000 Watts
AMARILLO, TEXAS

Contact any KATZ Man!

report from networks



NBC Foresees 'Break-Even Point;' DeGray Takes Over at ABC; CBS Spectacular; MBS Traffic Study

NBC President Robert Sarnoff's widely-read open letter to the press "sets the stage for the new network radio which now deserves a place in any well-balanced national advertising campaign," Matthew J. Culligan, vice president in charge of the NBC Radio network, tells U. S. RADIO.

"The outstanding characteristic of network radio in 1958 is *usefulness*. Network radio's principal drawback was the indifference to its real values by many young people in advertising who literally 'grew up' in the tv age," Mr. Culligan says.

Mr. Sarnoff's recent letter stressed that "an occasional failure of a programming concept" or a retrenchment by one network should not be interpreted as a sign that all network radio "is on the skids."

Pointing to the new NBC Radio management, he stated that "it has, without exaggeration, snatched NBC Radio back from the Potter's Field of broadcasting. It has also given new vitality to the concept of network radio as a national communications instrument and as an effective vehicle for national advertising.

"True, the major radio networks are on record that they lost money last year. Since 1953, the NBC Radio network has had a cumulative loss of about $9 million. But an important consideration," he added, "is that our loss was substantially less than in the previous year. We are now talking about a break-even point. I believe we will reach it, and soon."

DeGray Brings Experience

Edward J. DeGray, newly appointed head of the ABC Radio network, "brings an excellent record in the field of radio to his new post," says Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theaters Inc.

Mr. DeGray has been with ABC Radio since October 1955 when he was named national director of station relations. He was elected vice president in February 1957. "He has program and sales experience," says Mr. Goldenson. "He is exceptionally well acquainted with the managers of our radio affiliates, and he has their backing as well as the full support of ABC management."

The new radio network chief succeeded Robert E. Eastman, who reports that his plans are "indefinite." Mr. Eastman adds that he will "most certainly remain in the broadcasting business."

Mr. DeGray came to ABC from Vitapix Guild Films Inc. where he was director of station relations. Before that he was national director of station relations for CBS Radio and supervisor in charge of radio co-op programs.

Radio Spectacular

C. H. Masland & Sons of Carlisle, Pa., will sponsor what CBS calls "radio's most ambitious entertainment of the decade" on Sunday, May 4, from 6 to 8 p.m.

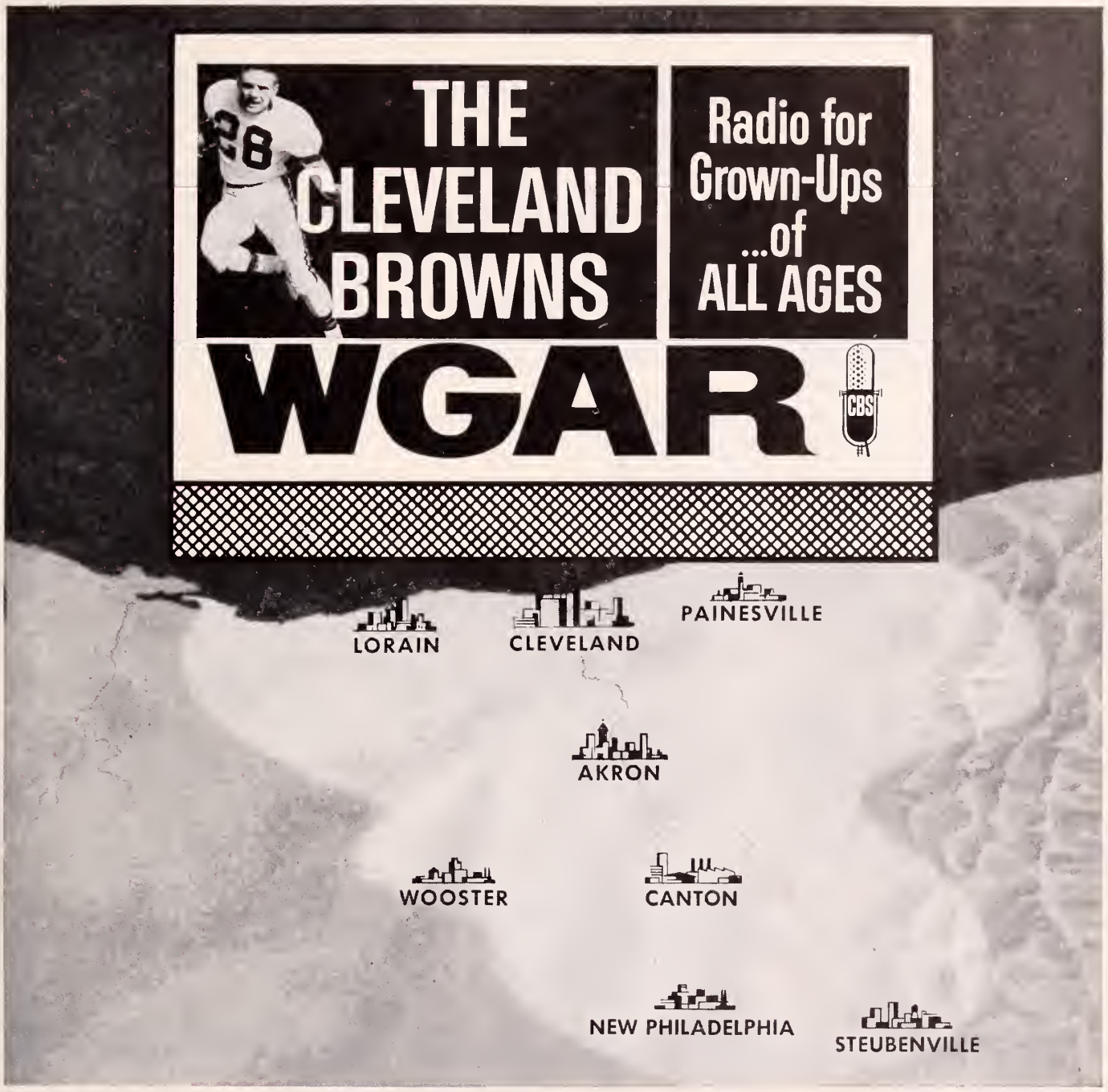
Called the "Masland Radio Color Roundup," the network show will feature current headliners of Broadway, Hollywood, records and tv, and will have a musical-variety format based on the colors of the four seasons.

Traffic Safety

Mutual's interest in auto radio and traffic safety has been commended by Rep. Kenneth A. Roberts (D-Ala.) at hearings of the House Subcommittee on Traffic Safety.

In a recommendation to the committee, Mutual outlined a plan to make state-collected information on road blocks and traffic jams available for broadcast by radio stations.

The MBS plan would have traffic clerks, already assigned to highway and state police headquarters in most cases, collate and condense information received from local, county, state and turnpike authorities for distribution to radio stations via the major news wire services for subsequent broadcast. • • •



We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

For example, this fall, WGAR presents professional football at its exciting best featuring the Cleveland Browns. Dynamically reported for Northeastern Ohio's big sports-minded radio audience by top sportscaster Bill McColgan . . . whose colorful game descriptions are seats on the 50-yard line for thousands of the Browns' faithful and enthusiastic fans.

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR
CLEVELAND OHIO

Represented by Henry I. Christal Co.

STRICTLY COMMERCIAL
...that's
STANDARD!

5 OUTSTANDING TRANSCRIPTION SERVICES

The Brand-New

1. MUSt-'QUE' SPOT LIBRARY
2. JINGLES & COMMERCIAL AIDS
3. SUPER SOUND EFFECTS
4. LAWRENCE WELK LIBRARY
5. STANDARD'S "STANDARDS"

Visit us in ROOM 2361 *at the* BILTMORE in LOS ANGELES *during the* NAB Convention

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
CHICAGO: 360 N. Michigan Ave

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

Potato chips, soup, soap, lingerie and beer—just a tiny sample of the hundreds of things that are suggested to KFAL listeners daily by our more than 150 advertisers in nearly as many lines of business; not to mention services that remind folks of things to do, and where to get them done.

Thousands of listeners write to us every year—unsolicited letters commend KFAL PROGRAMS and PERSONALITIES, thank us for bringing them "news" about where to buy the things they desire.
Are you represented on KFAL today?

Contact—INDIE SALES, INC.
or
KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

report from Canada

May Is a Big Month For Radio in Canada: Radio Week, Convention

May will be one of the busiest months of the year for the Canadian broadcasting industry, with two major events on the agenda.

Many radio broadcasters and set manufacturers throughout the Dominion are expected to participate in Canada's second annual radio week, May 4 to 10, before leaving for Montreal to attend the annual meeting of the Canadian Association of Radio-Television Broadcasters, May 11 to 14.

Advance information about the convention's agenda comes from T. J. Allard, executive vice president of CARTB, who states that he expects approximately 350 broadcasters and manufacturers to attend. One of the most important issues to be aired at the meeting, he says, is the proposed creation of a regulatory board to control both the Canadian Broadcasting Corp. and private broadcasting operations.

Separate Body

Before his re-election on March 31, Prime Minister John Diefenbaker promised in a campaign address to set up such a separate regulatory body in place of the present system, which calls for the board of governors of the CBC to control all Canadian broadcasting.

According to Mr. Allard, "The situation that now exists in Canada would be comparable in the U. S. if there were only one American network, government owned, which was also invested with the powers of the FCC over both the single network and the private broadcasters."

Also on the convention agenda is a discussion of formats for nighttime radio programming and a radio workshop to be held during the afternoon of Monday, May 12. Mr. Allard says that anyone is welcome, without charge, to attend both the morning and afternoon sessions that day in the Queen Elizabeth Hotel. Many advertisers and agency representatives are expected.

On May 11, 13 and 14, the meetings will be open to members only and will deal with old business.

CARTB Membership

CARTB's membership consists of 147 radio broadcasters, 33 television broadcasters and 57 associate members, mostly set manufacturers.

CARTB and Canada's entire radio industry are tooling up for Canadian radio week which, according to Charles Fenton, sales director for CARTB's Broadcast Advertising Bureau, will be primarily directed toward the few million Canadian homes that own only one radio.

There are 2.8 million Canadian homes without a second set and 150,000 with no set at all, BAB states. To remedy these situations, BAB is designing a campaign to underline how radios are being styled for use in specific rooms—for example, the mantel radio for the kitchen, the automatic clock radio for the bedroom, the console for the living room.

A station promotion kit has been mailed to all stations containing samples of promotion and display materials, idea books, facts on radio, two 20-minute speeches and commercial announcements. Among the latter are 10 dramatized announcements and several celebrity promotion spots by top sports stars.

Also in connection with radio week, the Radio-Electronics-Television Manufacturers Association of Canada will provide 300 free radios for distribution by the CARTB to member stations for prizes in contest promotions. The motto for the week is, "Be in the know—buy another radio—and listen." • • •

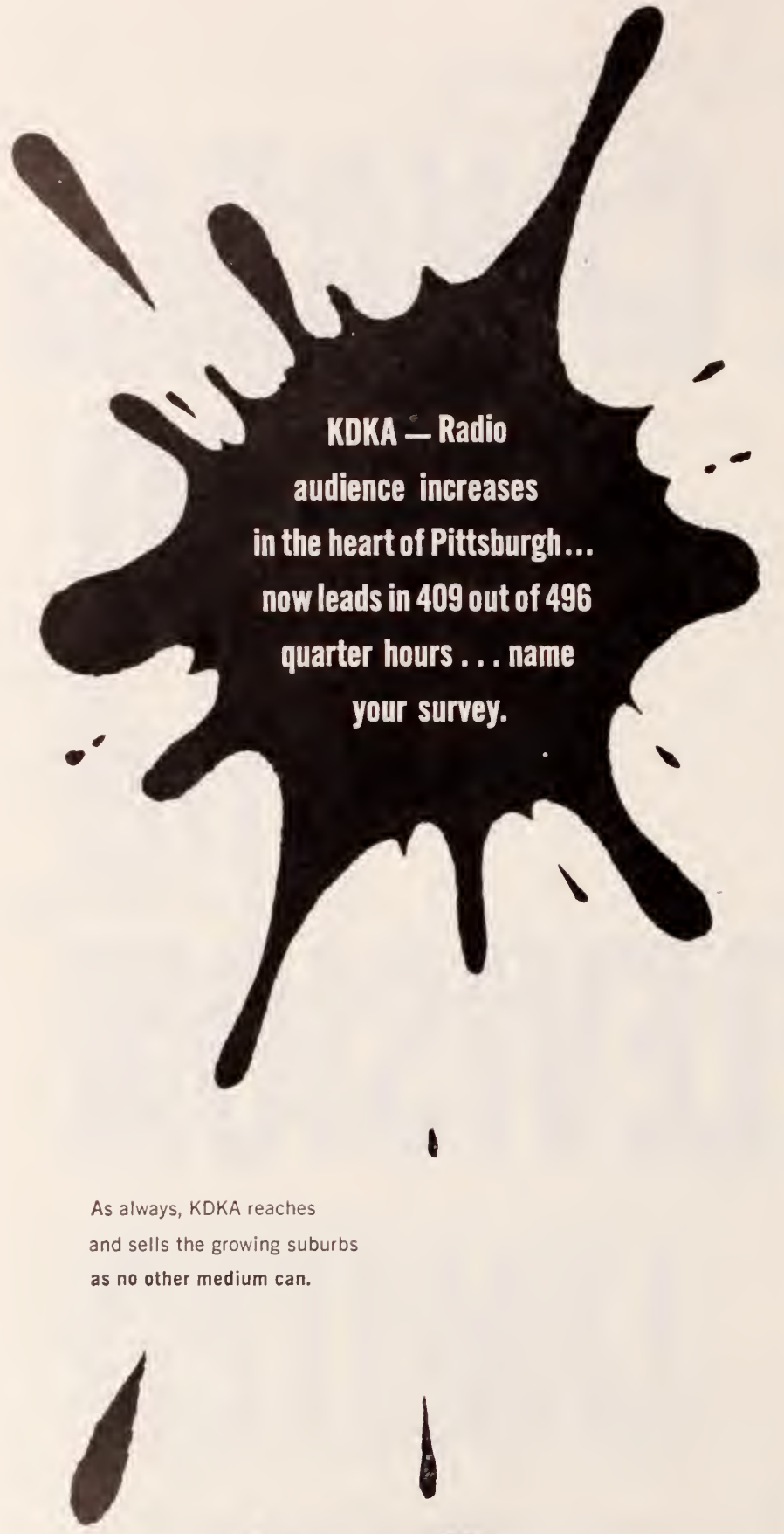
well see you at the NAB convention...

ALL-CANADA RADIO and TELEVISION LIMITED

representing 30 Radio and 19 Television Stations in Canada

Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



As always, KDKA reaches
and sells the growing suburbs
as no other medium can.

KDKA 1020 RADIO PITTSBURGH
50,000 WATTS • CLEAR CHANNEL • Represented by PGW

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

SALES (Cont'd from p. 15)

ity on the national level in radio sales development. PGW, for example, has two men, one in New York and one in Chicago, who devote all their energies to this function.

In New York, Mr. Richards says there are about six product categories that are being concentrated on for increased radio sales: food, drug, textile, airlines, soft drinks and automotive and auto accessories.

Mr. Richards and his counterpart in Chicago, Paxson Shaffer, work with agency and advertiser people on three levels. They start with the media people and get information on media objectives of a particular product. They then contact account executives with their radio information. And finally they reach the top account man at the agency and the advertising manager at the client.

Actually, PGW's sales development approach has two parts. Phase one is a more general presentation on how and why sound can sell products and services. Phase two gets down to the specifics of radio circulation as well as the specific way radio can help solve the marketing problems at hand.

Five to Ten Percent

Broadly speaking, PGW is out to convert advertisers who use no radio and those who use from five to ten percent of their budget for radio.

Among the chief reasons that Mr. Richards takes before advertisers and agencies is the fact that radio is an intrusive medium. Mr. Richards declares that many advertisers who are faced with the task of changing a buying habit will prefer radio's ability to intrude a product idea in a way no other medium can.

Mr. Richards maintains that the key to further use of radio is in the application of sound to the product idea.

At CBS Spot Sales, George Arnold, manager of sales development, states, "Radio has to do a more thorough job of competing against other media." As an example of this, he states that newspaper milline rates are very high for adequate penetration of a market."

Mr. Arnold also stresses the tremendous fertility of the food field as being productive for radio. To show the variance in approaches to

sales development, Mr. Arnold works only with the client and not with the agency.

Al Long, manager of sales development at John Blair & Co., also works to a great extent with the client. He first sounds out the advertiser on basic media and marketing objectives and then prepares a presentation with specific radio plans.

On the network side, there is an equal amount of sales development activity. Howard Gardner, manager of sales development for NBC Radio, declares that many new advertisers can be traced to this type of work. As far as NBC is concerned, Mr. Gardner cites the following advertisers who are new to radio: Waverly Fabrics, Princeton Mills (mutation fur coats), American Institute of Men's & Boy's Wear. To a great extent, Mr. Gardner states, his department tries to show advertisers how they can incorporate network radio as part of their ad plans. He also works on clients who now use radio as their basic medium.

Among these, he lists Waverly and Midas Muffler.

Last year's sales development presentation at NBC was based on imagery transfer. This year it is founded on the concept that network radio delivers audience values, frequency and reach. The network also emphasizes certain "extras" that it offers, such as its merchandising programs (salesvertising).

Among the new business accounts that CBS Radio credits to its sales development activity are C. H. Masland, the Hertz rent-a-car system and, of course, the Ford buy.

Frank Nesbitt is director of sales development for the network. The fundamental purpose of this activity at CBS Radio is the development of new business through exposure of top management at the agency and the company. The network generally sends out a management team when it gives a presentation. One recent presentation used in sales development work was the "Dollar Stretcher."

Sales development is largely a matter of education. Media men find that the surest avenue for new business is in educating advertisers, who have not used radio, on the basic values of the sound medium, coupled with a specific plan to meet certain marketing goals and problems.

we're tired of shouting it . . .

BUT THE FACT IS . . . K-NUZ IS NO. 1*

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

***PULSE-** (Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday for total broadcast day average 6 A.M. to 12 midnight.

***NIELSEN-** (Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday 6 A.M. to 6 P.M. for total broadcast day average.

"On-The-Go" **RADIO in HOUSTON!**

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle
Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

On the national level, there are great untapped categories who use little, if any, radio. The New York Stock Exchange, for example, in addition to all the securities firms, represents a sizeable chunk of unwritten business. One representative firm has been selling this category on the basis that by using the financial pages alone, a stock broker is appealing continuously to people who already have an interest in securities—and is ignoring the possibility of creating new prospects. (See the *Bache* story, March 1958.)

Other untapped categories are: insurance, which uses little radio except on a co-op basis; sporting goods and specialties (boats, golf clubs, swimming pools); the novelty field (e.g., greeting cards), and the great list of products in the hard-goods category (cars, refrigerators, washing machines).

Actually, the function of sales development is as old as radio itself. For many years, it has undergone various fates. In one era there is a great amount of enthusiasm for its prospects and then another time it seems to lose its value for one reason or another. The chief factor in the variance in interest in sales development is that it is often hard to trace new business directly to this effort.

Media Salesman

Sometimes more than one firm has been working on one account and often a media salesman has as much to do with getting the new business as does the sales development team.

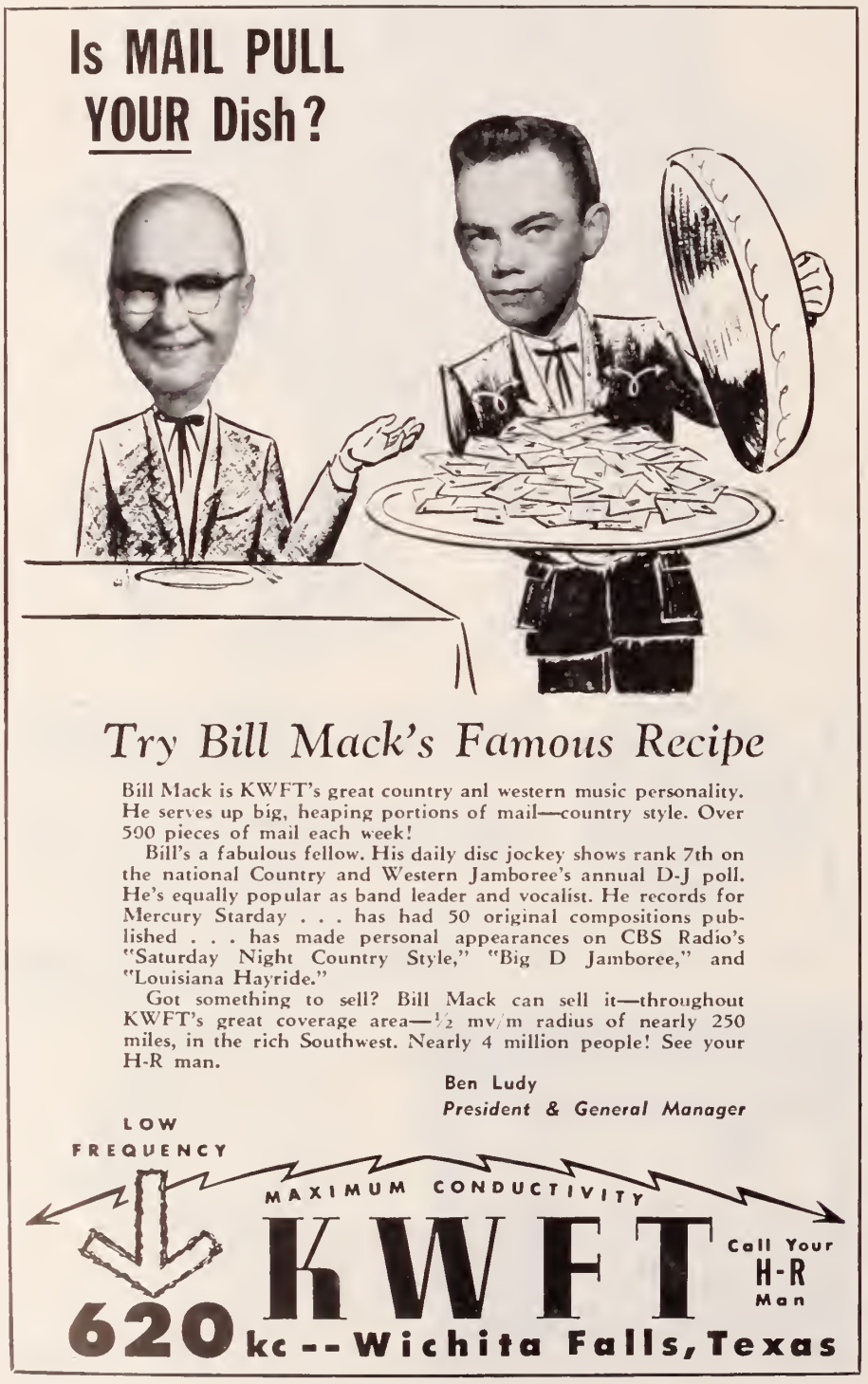
The matter of who should perform the sales development function also has been a matter of controversy. Paul Weeks, vice president of H-R Representatives Inc., believes that the job "should be left in the hands of the media association—in this case RAB."

Mr. Weeks declares that one firm is too small a part of the whole industry to influence adequately new radio business by companies who have never used the medium. He states that representative companies who have sales development departments do it to satisfy their member stations.

More Selective

Mr. Weeks further believes that radio can expand into new categories by making its programming more selective.

But no matter who does it—representatives, networks or RAB—radio is winning new customers daily through these educational efforts.•••



FORMATS (Cont'd from p. 25)

scene of any event and an automobile equipped with remote telephone to describe important events from the scene."

KONO San Antonio, Tex., employs a staff of 10 newsmen. The station presents regularly scheduled newscasts, remote broadcasts and bulletins. KONO reports that it operates three ground mobile units and one air mobile unit.

Another station emphasizing on-the-spot coverage is WJR Detroit. WJR features such interpretive programs as *Sunday Supplement, Topic for Today* and *Points and Trends,* all of which deal with events that are currently making radio headlines.

The return from KFSD San Diego shows that it has an extensive local news operation. The station maintains a press room at the Civic Center and a paid stringer system. In addition, KFSD has an arrangement with the Yellow Cabs in its city so that the 200 cabs in the area can be directly connected to the station's news center.

KSTN Stockton, Calif., has a full-time news staff of two men who cover local news for twice hourly newscasts. The station acts as a source of emergency news during such critical times as the flood of 1956.

In its news coverage, WFLA Tampa, Fla., uses as many local voices as possible in reporting the news. Techniques used are tape recording or recording by telephone.

WKY Oklahoma City, Okla., places great emphasis on its comprehensive news coverage, according to the response. It has a staff of 15 newsmen, three station wagons with two-way radios for on-the-spot news reports, and an hour-long in-depth news feature from 7:30 to 8:30 nightly called *Precinct 93*. WKY also employs two full-time meteorologists.

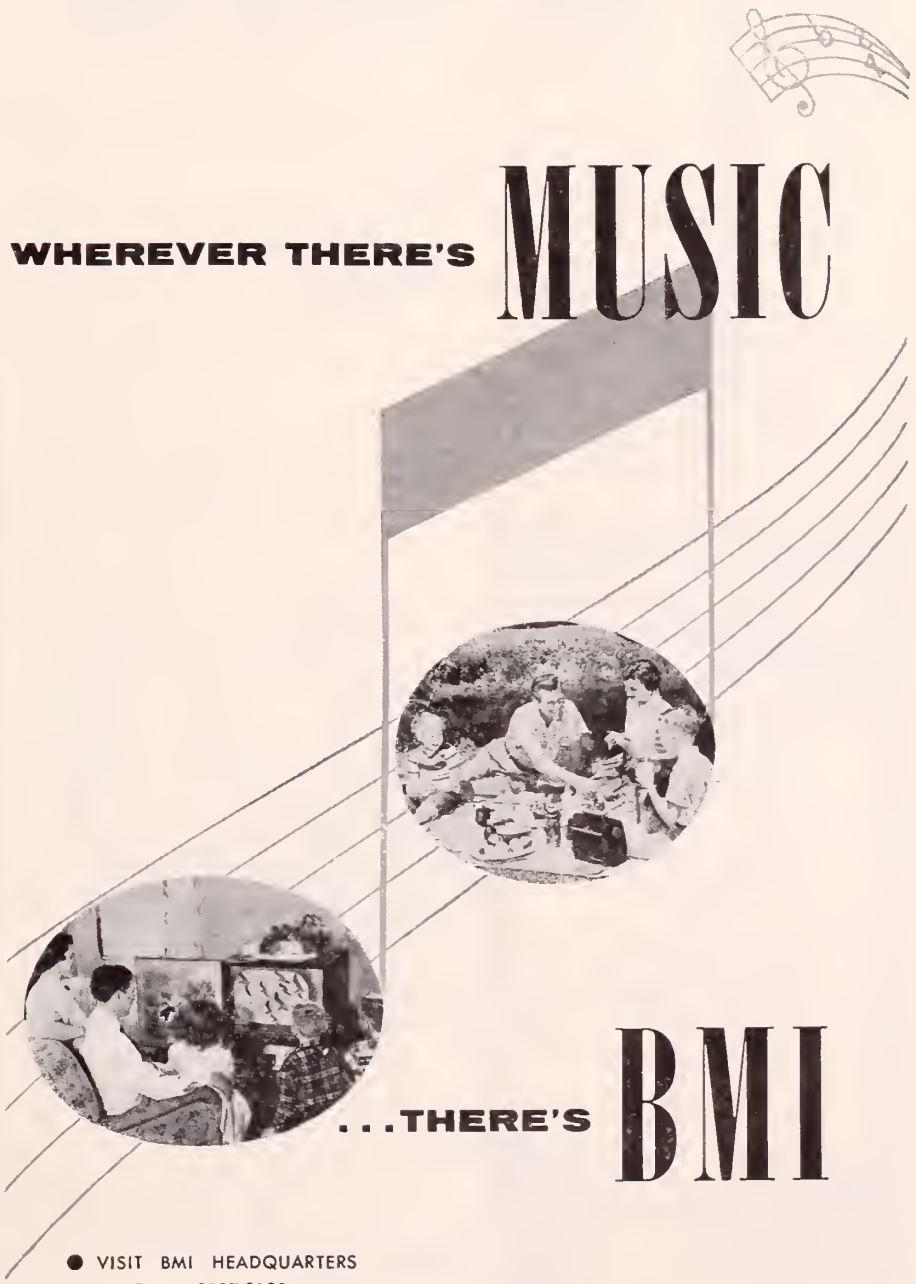
Farm news is an important adjunct of many stations' overall news coverage. WPTF Raleigh, N. C., for example, has a noon farm period from 12:05 to 1 p.m. It is called the *Farm Hour* and is conducted by Prof. Earl Hostetler. The program includes a summary of the day's farm market reports by remote from the North Carolina Department of Agriculture. There are guest interviews and weather analyses plus the playing of some hillbilly music.

As an adjunct to the news KFBI Wichita, Kan., broadcasts zonal weather forecasts for all of the state's six weather zones every day. Three times a week the station programs five-day weather forecasts.

As for the future of radio news, WIP Philadelphia, Pa., believes that it will become even more vital than it is today. The station sees radio news as becoming a 24-hour-a-day job, with greater use of leg men, tape recorders, beeper phones and short-wave transmitters.

No matter what the type of format, many stations affiliated with networks mentioned as one of their biggest problems the integration of national and local programming.

WFPG Atlantic City, N. J., expresses it this way: "The problem of an affiliate is to so program that there is no distinction in program quality or announcer quality or care in preparation between the programs initiating from the network and



● VISIT BMI HEADQUARTERS
Rooms 2107-2108
Biltmore Hotel
NAB CONVENTION

BROADCAST MUSIC INC.
589 FIFTH AVENUE, NEW YORK 17, N.Y.

U. S. RADIO

The monthly magazine for buyers and sellers of radio advertising

at the

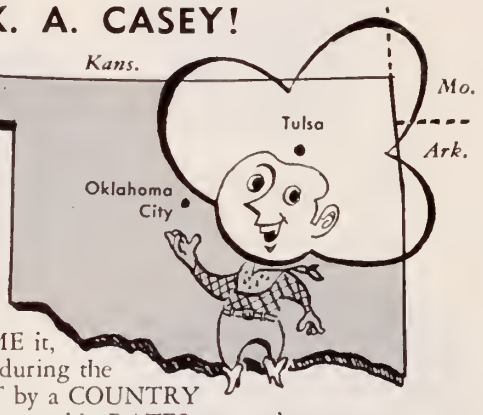
NAB CONVENTION

in

Suite 2133

Biltmore Hotel

HOWDY! I'M K. A. CASEY!



CONTINUOUSLY FIRST ON THE RICH TULSA FRONTIER

Hooper . . . Pulse . . . you NAME it, pardner! In every Tulsa survey during the last 18 months, I've been FIRST by a COUNTRY MILE! Match THIS with my reasonable RATES . . . and you get a cost-per-thousand so far below any OTHER Tulsa station that it's almost like hoss-stealin' to buy me.

Hey, and see that big HAT I'm wearing? Ahem! That's my big .5 mv Primary Coverage Pattern in the rich Tulsa Trade Area.

Come on! Get ACQUAINTED with me . . . and you'll get acquainted with SELLING POWER, the likes of which you've never seen BEFORE.

THE NO. 1 NEWS STATION IN THE NATION*

the new KAK

TULSA'S 24-HOUR MUSIC & NEWS STATION — 970 KC

Robert J. Hoth, V.P. & Gen. Mgr., American Airlines Bldg. Tulsa LU 7-2401 TWX: TU99

Rep.. Weed Radio Corporation

**Winner of coveted A. P. Award for best news coverage of all A. P. radio and tv stations for 1957*

those initiating in the station's own studios. Its further problem is that for all the hours it is on the air, this CBS affiliate must sound exactly the same, in appeal and in quality, during local hours as it does during network hours."

KFAB Omaha, Neb., integrates by airing editorials locally which are generally tied in with the network newscasts. WAVE Louisville, Ky., adopts local features which resemble NBC's weekend *Monitor* service. One of these is the *Roadshow* broadcast from 3 to 6 p.m. which contains general audience music, NBC *News on the Hour*, regional and local news on the half hour and two sportscasts, along with the time and weather.

KENS San Antonio, Tex., a CBS affiliate, programs three nighttime shows highlighting conversation, jazz and soft music, respectively. *Party Line* comes first and airs two-way conversations between listeners who call in to discuss topics of their own choosing.

KOB Albuquerque, N. M., an affiliate of NBC, builds its programming around personalities, believing that "people sell people." Aiming at adults and particularly the businessman, KOB airs frequent five-minute news summaries from NBC and its own nine-man news department. The station also features public service programs.

WBEN Buffalo, N. Y., also beams at the adult audience and provides 60 percent local programming and 40 percent CBS network programming.

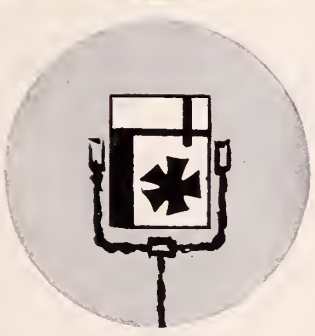
Two other network affiliates, KXYZ Houston, Tex., ABC, and WBAL Baltimore, Md., NBC, gear their operations for the entire listening public. KXYZ programs "entertainment for the entire family," while WBAL has introduced a concept called "full range programming."

KXYZ operates on a general top 40 policy, but supplements it with albums, old hits and the Metropolitan Opera during the season. From the network it takes news, football, special events and weekend news.

WBAL's F. R. P. campaign is applied to sports, music, entertainment and news. The station emphasizes depth in all these categories.

Added to its CBS fare, WRBL Columbus, Ga., features metropoli-

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...



* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

tan service programming. Popular music, chiefly standard or novelty, is the core of its approach.

Two stations that responded have specialized programming to the Negro audience.

WLIB New York started out to provide a program service that was not being carried in the New York metropolitan area. Among the station's most popular features are: the regularly scheduled series of daily community news broadcasts prepared and edited by WLIB's own news staff, the annual festivals of Negro music and drama, now in their fifth season, and a weekly program called *The Editors Speak*, in which editors of leading national Negro newspapers discuss subjects affecting Negro interests in this country and abroad.

South of the Mason-Dixon line WOKJ Jackson, Miss., programs 50 percent music (largely jazz and rock 'n roll), 40 percent religion and religious music programs, five percent news and sports, and five percent special events.

Another way of expressing radio's music and news concept has been adopted by WWDC Washington, D. C. "Our dominant, basic philosophy is to program primarily *service* and *personality*." For WWDC, this includes a wide range of material.

"Sure, we play top records of today—we also play the potential hits and songs from a decade ago. We give our audience news off the wires—but we also have a digging, diligent staff of newsmen who report the local news as it happens. Besides what's happening in Bangkok, we include in our newscasts squibs that interest the people in town from Sheboygan or San Francisco," WWDC states.

Because of the service nature of radio and because of its impact as a medium, Rex G. Howell of KREX Grand Junction and KGLN Glenwood Springs, both Colorado, questions the use of the word "format" as applied to radio programming.

"We prefer to call it a creed.

"We believe broadcasting is the most potent sphere of public information and influence in the nation.

"We believe broadcasting should always remain a welcome guest in the intimate family circle of the home." • • •

CHECK ALL THREE

Size of Audience **. . . because WREN delivers nearly half of all the homes in the Topeka market every single day.**

Quality of Audience **. . . because WREN'S all-round programming appeals to a buying class, not the sophomore class.**

Cost of Audience **. . . because WREN's rates are reasonable. Check with your George P. Hollingbery man.**

5000 WATTS • TOPEKA, KANSAS

WREN

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore **WCAO**

Radio Boston **WCOP**

Radio Chicago **WJJD**

Radio Memphis **WMPS**

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

PULSE BEAT

THE ONLY
DIFFERENT SOUND
UNDER THE SUN
•
TIMELY
INFORMATIVE
ENTERTAINING
THIS IS
RADIO FOR ADULTS

DIAL KGB 1360
SAN DIEGO
H - R REPRESENTATIVES

The nation's highest audience-rated Negro group

WOKJ JACKSON
KOKY LITTLE ROCK
KOKA SHREVEPORT

The McLendon EBONY Stations
Represented by John E. Pearson

radio ratings

Rating Services Agree Figures Are Only One Aspect of Measurement

Industry participants in several recent surveys and panel discussions have called ratings everything from the only method of justifying buying decisions to "one of the greatest myths of our time."

The rating services had their chance to speak out at the Philadelphia Tv & Radio Advertising Club's seminar on "Ratings—Their Meaning and How to Use Them." Among the participants were Frank Stisser, president of C. E. Hooper Inc.; Laurence Roslow, associate director of The Pulse Inc., and George E. Blechta, vice president of A. C. Nielsen Co.

"A rating never has been, nor in my opinion ever will be, an absolute measure of the total radio audience," declares Hooper's Mr. Stisser. "Today, literally, radio is everywhere. No matter what method is used, I do not believe that anyone will ever come out with a true count of *everyone* exposed to radio. Ratings today seem to be used by many people to *prove* instead of to *find out*. At best, a rating is a guide, a comparative measure of the size and distribution of the audience."

Mr. Stisser states that used properly, a sensitive rating can be "an excellent guide to one facet of time purchasing. Certainly a rating is not the 'be all' or the 'end all.' However, in order to be effective a rating should give the buyer and seller alike an accurate indication of the changing size of the radio audience.

"No businessman," he says, "can intelligently run any business without knowing everything he can about his product. Our job is to measure a radio station's only product—its audience."

Study All Factors

"The intelligent user of broadcast research," declares Pulse's Mr. Roslow, "will use ratings in the same way he uses information in preparing to invest in the stock market.

"In selecting a stock," he points out, "the intelligent investor looks at more than just the closing price. The intelligent user of broadcast ratings is also no gambler and, in addition to the rating, he ascertains how it was obtained, what it means and the competitive and historical record of the time slot, the program and the station.

"Without this knowledge," Mr. Roslow says, "the rating is just a figure that means only what its user wants it to mean. Unfortunately, too many users of ratings do not realize that each research organization measures in a slightly different manner, with different size sample, and even vary as to the size of the same market.

"And since ratings are used both by program and sales people, it is obvious that each of them wants the ratings for a different purpose. Yet, too often each of them will use ratings without additional information and without knowing what they mean. If they invested in the stock market in so unintelligent a manner, their portfolios would be short on blue chips and overlong on blue sky shares."

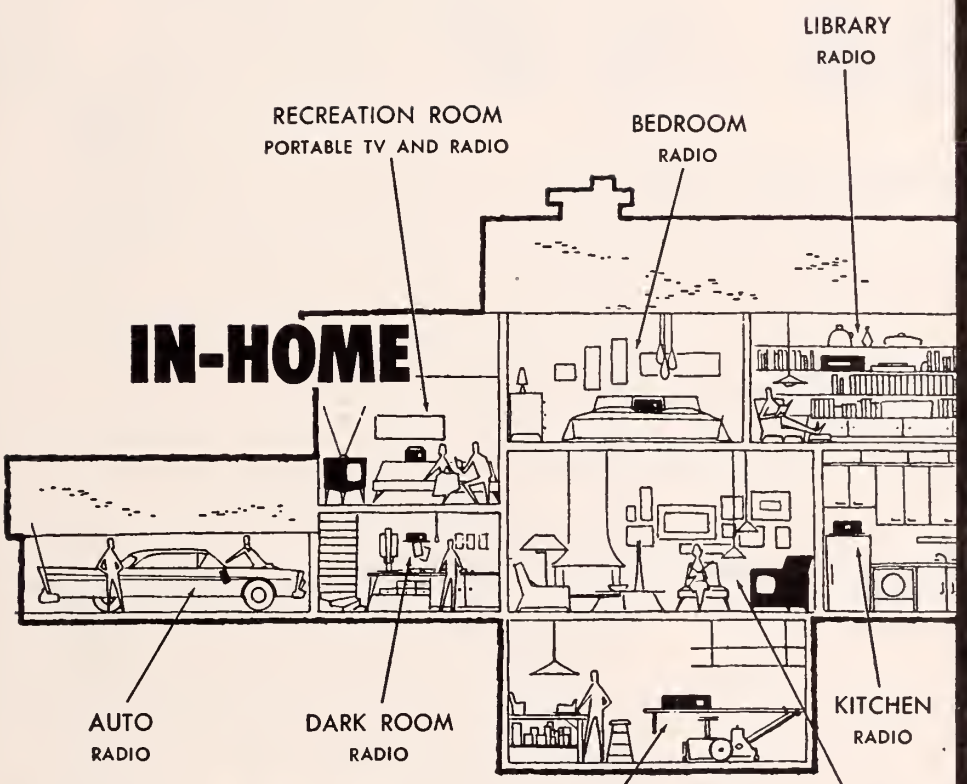
Over-saturation

Mr. Blechta of Nielsen voices the opinion that cost-per-thousand alone is a poor basis for timebuying.

"A spot buy delivering a good cost-per-thousand can be over-saturating one-fifth of the homes it reaches with almost two-thirds of all commercial messages delivered," he states. "This is not efficiency in any sense."

Mr. Blechta declares that cost-per-thousand figures sometimes hide a concentration of too many messages among a small group of homes. "If we divide the audience reached by a spot schedule into five equal parts, from most heavily to least heavily contacted homes, a good amount of waste coverage may appear.

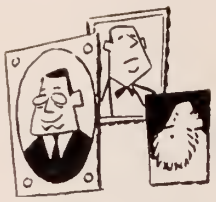
"Any real cost-efficiency yardstick of timebuying must ask," he concludes, "how many different homes are being reached with effective frequency, and how much does this cost." • • •



IN-HOME AND OUT-OF-HOME

Including even tiniest transistor pocket sets—Pulse is the sole service accurately reporting *total* audience. Obviously auto radio is but part of the outside plus of millions. Measuring out-of-home is nothing new to Pulse. Pulse has been doing it since 1941!

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

DEANE UPTEGROVE elected president of H. B. Humphrey, Alley & Richards Inc., New York. He will continue supervision of the agency's creative activities.

MARTIN SOLOW appointed executive vice president of The Wexton Co. Inc., New York. He was previously with Wilbur & Ciangio Inc., New York .

MURRAY FIRESTONE elected executive vice president in charge of the new Philadelphia office of W. B. Doner & Co., Detroit.

ALFRED GOLDMAN elected vice president and copy director as well as a director of Reach, McClinton & Co. Inc., New York. ETHEL CORDNER has joined the agency as copy supervisor.

ELLIOT W. PLOWE elected a vice president of BBDO, New York. And joining the agency's office were: PETER M. SOUTTER as account supervisor, DAVID A. CLARK, SHERMAN HOYT and WILLIAM E. TORPEY as account executives, and HAROLD DAVIS as timebuyer.

LEONARD STEVENS has joined Weightman Inc., Philadelphia, Pa., as director of radio and tv.

FRANK ENNIS has joined Norman, Craig & Kummel Inc., New York, as an account executive. He was formerly with BBDO.

RUDOLPH J. WILLE has joined J. M. Mathes Inc., New York, as an account executive.

RALPH A. BORZI appointed director of film, tv and radio production by The Griswold-Eshleman Co., Cleveland, O. He fills the position vacated by RICHARD C. WOODRUFF, named account executive.

CHARLES WILLARD, formerly at McCann-Erickson Inc., New York, has joined Doherty, Clifford, Steers & Shenfield Inc., New York, as a broadcast buyer.

STATIONS

ROBERT E. MITCHELL, former general sales manager, promoted to general manager of WINZ Miami, Fla.

FREDRICK G. HARTMAN, formerly with WNDR Syracuse, N. Y., named general manager of WPDM Potsdam, N. Y.

BERT COWLAN promoted from program manager to general manager of WBAI-FM New York.

GEORGE K. UTLEY, former commercial manager, promoted to station manager of WFAA Dallas, Tex.

FRED GARDELLA promoted from program director to general manager of WBNC Conway, N. H.

HOWARD L. ZACKS promoted from commercial manager to general manager of WALY Herkimer-Ilion, N. Y.

PETER R. ODENS promoted from assistant manager to station manager of KICO Calexico, Cal.

ROBERT BARTUSCH promoted from account executive to assistant manager of WLOK Memphis, Tenn., and ROBERT DOHERTY named a WLOK account executive.

ALEXANDER W. DANNENBAUM JR., vice president of sales, and WILMER C. SWARTLEY, vice president for the Boston area, named to the board of directors of the Westinghouse Broadcasting Co.

JACK A. FRITZLEN, formerly office manager of the Lahr Advertising Agency, Indianapolis, Ind., named to the WFBM Indianapolis sales staff.

MARTIN COLBY, former sales manager of Allied Tv & Radio Productions Inc., appointed to the national sales staff of the Radio and Tv Division of Triangle Publications Inc., New York office.

DON C. DAILEY promoted from sales manager to general manager of KGBX Springfield, Mo.

CLYDE SPITZNER, formerly commercial manager of WIP Philadelphia, Pa., has joined WFIL as director of radio sales and programs.

JAMES McNEIL named program director of WSVA Harrisonburg, Va., replacing ANDY McCASKEY, promoted to manager of promotion and advertising for WSVA-AM-FM-TV.

JOHN MILLAR promoted from local sales manager to commercial manager of WCAX Burlington, Vt.

BILL WEAVER promoted from the sales staff to sales manager of KXOA Sacramento, Cal.

CLARK WHITMAN, former sales manager of WSMI Litchfield, Ill., named commercial manager of WDZ Decatur, Ill.

DIANE NEUGARTEN has joined WINS New York as director of research and promotion. Added to the time sales staff were DAN WEINIG and PAUL EVANS, former regional sales managers for the Storer Broadcasting Co., and RAYMON HAMILTON, formerly sales manager of both Telestar Films Inc. and Flamingo Films Inc.

BOB GRIERSON, formerly with the sales staff of CFCF Montreal, Que., has joined the local sales staff of CJMS Montreal.

REPRESENTATIVES

FRENCH EASON promoted to midwestern sales manager of H-R Representatives Inc., Chicago office.

ROBERT HANRAHAN has joined the San Francisco office of The Branham Co., PETER CHILDS transferred from Chicago to Branham's Los Angeles office and JOHN MURPHY named manager of the radio and tv department of the Chicago office.

DANIEL R. KELLY named radio sales promotion writer at Avery-Knodel Inc., New York.

ROBERT McNEAR appointed acting sales manager for West Coast operations by Broadcast Time Sales, with LINDEN CHILES named as his assistant. Also, DAVID LIEBERMAN appointed business manager of the New York office.

PAUL WILSON, formerly with Adam Young Inc., has joined the sales staff of Richard O'Connell Inc., New York.

GEORGE BINGHAM appointed vice president in charge of the Boston office of Walker-Rewalt Co.

ROBERT H. BIERNACKI appointed junior sales executive in the New York office of Radio T.V. Representatives Inc.

NETWORKS

EDWARD J. DeGRAY, vice president in charge of station relations, appointed to head ABC Radio Network.

DeGray

Hartman

Solow

Cowlan

Edson

Wilson

Stevens

Firestone

U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name _____ Title _____

Company _____

Type of Business _____

☐ Company or

☐ Home Address _____

City _____ Zone ____ State _____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

EDITORIAL

. . . time for idea exchange

36TH MEETING AND RADIO MONTH

The occasion of the 36th annual convention of the National Association of Broadcasters should be for radio people a time for healthy idea exchange coupled with a careful and thoughtful examination of problems that confront the radio broadcasting industry.

Of added significance this year is the fact that the conclusion of the convention is the start of National Radio Month. It has been extended for the first time from a week to a month. This is the one opportunity in the year for radio people to band together across the country and promote radio to the public and the advertiser.

This year radio is 38 years old. A relatively youthful figure in anybody's language. These have been years of monumental growth—the development of the first true mass medium.

But even more important than looking back is the necessity of looking ahead.

As we see it, radio's growth in the next 38 years will be even more significant. The sound medium itself has taken on a new shape and form in programming and business practices. As in any business that develops through the years and changes with the times, this is as it should be. Much light on the new shape of radio should be shed at the NAB meeting.

FOLLOWING ITS STAR

As radio follows its star in the ensuing years, its growth in billings and advertiser importance will be unlimited.

In achieving this, there are problems:

There is a need for further and intensified education of agency and advertiser people on the values and use of radio.

There is also a need to overcome the draining efforts of varied forces in the radio industry selling against themselves rather than against competing media.

The challenge of radio's next 38 years is impressive. The doorway of opportunity must be kept open at all times to meet this challenge.

The present NAB convention should be one that will serve as the idea exchange for these problems and the kickoff for Radio Month.

FUTURE SALES OPPORTUNITIES

Where are radio's future sales opportunities? It is the considered opinion of many connected with radio advertising that the answer to this question lies more in *how* radio is used rather than in *who* can use it.

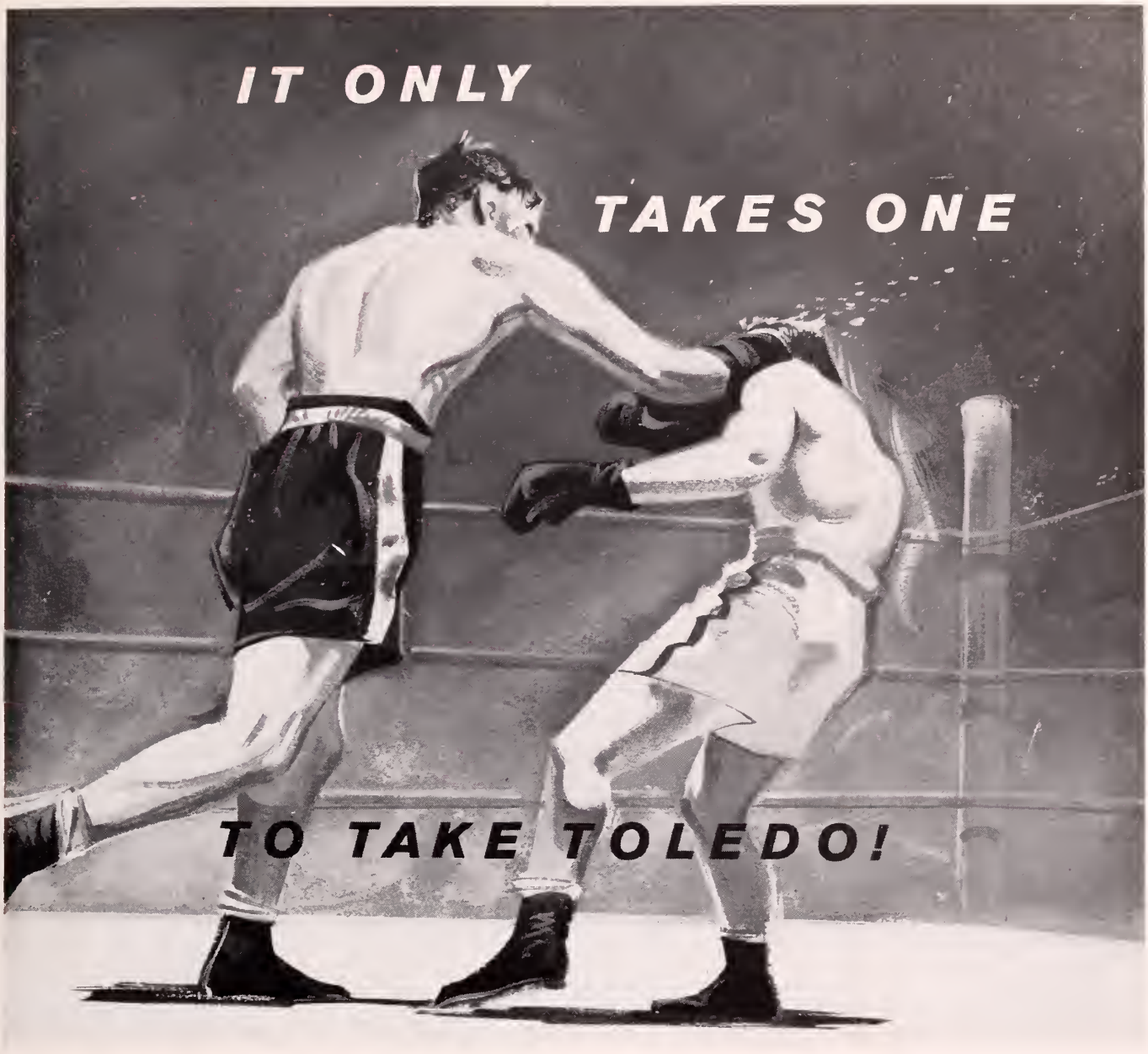
Radio's application as an advertising vehicle is probably as boundless as the air that carries its signal.

The basic job of creating new business for radio is up to the industry. Prospective and potential advertisers must be sought after and shown, in specific terms, how radio can help them with their marketing problems.

In many cases, radio will be cracking an ad budget that traditionally has been devoted to other media.

There are actually two ingredients necessary for the development of new sales opportunities:

Educating the advertiser and selling competitively against all other media. This competition should not be done with an eye towards tearing down other advertising vehicles. But rather with the conviction that radio should be a healthy part of any advertising budget.



In any category, at any time, WSPD is first in Toledo radio. By every rating standard, WSPD has more audience—across the board—than the *next two stations combined*. But with this solid dominance, SPeeDy continues to maintain it with leadership in the community through public interest programming, 24-hour news reporting, top talent and features, and continuous audience promotion. In being *first for 37 years*, SPeeDy makes sure that in planning any radio advertising campaign—it only takes one to take Toledo!

"Famous on the local scene"

WSPD

SPeeDY

NBC RADIO in **TOLEDO**

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

Here Are Three Good Reasons Why WINN IS FIRST IN THE LOUISVILLE MARKET

Presented by GLEN A. HARMON, Vice President and General Manager

WINN

FIRST 9 am 12 noon

Bill Gerson

FIRST 12 noon 3 pm

Joe Cox

FIRST 3 pm 6 pm

Johnny Martin

The most recent surveys have shown these three outstanding radio personalities to be FIRST IN EVERY QUARTER HOUR PERIOD FROM 9 AM through 6 PM, MONDAY THROUGH FRIDAY in this important Louisville Market.

WINN GIVES YOU THIS MARKET'S LOWEST COST PER 1,000

SEE YOUR NEAREST AVERY KNODEL MAN.

r buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO. 6

JUNE

1958

35 CENTS

TRANSISTOR:
ey to
row's Radio
page 19

LINE STATIONS
Budget Clients
Radio Values
page 26

A AIR LINES
Radio Use With
Announcements
page 30

MEETING
and Problems
io Reviewed
page 34

dward C. Parker
tley Tea
85 Percent
et on Radio
page 22

for 50 years

alaban

a great name in entertainment . . . Now . . . a great new force in Radio

. . . ST. LOUIS . . . Balaban balanced programming began January 1 . . . enjoyable music, bright happy personalities, Action Central News 24 hours a day . . . BOX SCORE . . . nine times the audience in 90 days (Hooper Mar-Apr '58).

. . . MILWAUKEE . . . The *big* buy in Milwaukee . . . blanket coverage of the total effective buying market. Here, too, Balaban's programming appeals to all ages from grandchildren to grandparents.

. . . DALLAS** . . . The Big "B" is coming to Big "D"! Balaban Radio is proud to serve the fastest-growing, most progressive metropolitan area in the nation.

JOHN F. BOX, JR., Executive Vice-President

The Balaban Stations . . . In Tempo with the Times

** Subject to approval of the Federal Communications Commission

as basic as the alphabet

EGYPTIAN

Lang before an alphabet was created, the Egyptians used a picture-sign like this as the symbol far *door.*

PHOENICIAN

Leading merchants of the Mediterranean, the Phaenicians canverted the Egyptian sign into a triangle representing the first saund in *daleth* (daar).

GREEK

Later, the Greeks turned the letter upside dawn, called it *della,* and used the name ta describe the spreading mauth of a river.

ROMAN

Fram an early variant of the Greek *della,* the Ramans reshaped the letter ta farm the madern D we use taday.

Historical data by
Dr. Donald J. Llayd, Wayne State University

Dollars and people are concentrated here

Seventy per cent af Michigan's papulatian cammanding 75 per cent af the state's buying pawer lives within WWJ's daytime primary caverage area.

Dealers are pleased when you place radio advertising on WWJ. They know that WWJ moves merchandise—that the station represents modern radio at its best in the Detroit Southeastern Michigan market.

Start your radio campaign here — with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers, the popular WWJ Highway Holiday programs—with salesminded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

FACT, NOT FANCY

1

Modern radio stations reach an overwhelmingly adult audience

2

Modern radio stations reach more adults than old-line network affiliates

3

Modern radio stations reach more of the impressionable younger-age-group women than old-line network affiliates

the PROOF?

yours for the asking

Ask our Research Department for the new special report,

"The Audience of Modern Radio"

ADAM YOUNG INC.

3 EAST 54th STREET, NEW YORK 22

IF YOU USE RADIO ADVERTISING YOU SHOULD READ THIS MESSAGE FROM THE MANAGEMENT OF RADIO STATION WBT

Throughout its 36-year history, WBT has followed a program philosophy of providing the best possible programs for all segments of the radio audience. We call this Full-Service Broadcasting because it is not limited to "popular" music and five-minute newscasts.

We provide our listeners with news—in depth—reported by reputable, experienced news men and women from all corners of the globe. We provide our listeners with music—but not just one kind of music. WBT offers country music, "popular" music, classical music, and many variations of the three.

This Full-Service Programming gives our listeners discussion programs, drama, comedy and quiz programs. It means church services, educational programs—programs to stimulate the imagination, the ability to think—and the ability to feel.

Through the years, audience research surveys have shown us that this is the type programming most Charlotte and Mecklenburg County listeners prefer.

But the influence of Charlotte and its institutions is not confined to municipal boundaries. What of the listeners in Rock Hill?—in Hickory?—and in Gaffney? What do people in Winnsboro want from WBT and in Salisbury and Monroe? To find out we recently asked the Pulse, Incorporated, to send its representatives into the homes of listeners living in Charlotte and within a 60-mile radius of Charlotte to check program preferences. This was the acid test for WBT's brand of Full-Service Programming.

The results of this survey, conducted during the month of March, have just been released.

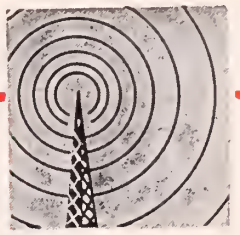
We are happy to say that WBT has met the test and its programming concepts have been justified.

The survey shows that WBT is the most popular Charlotte station in every time segment surveyed in the 25-county area (Sunday-Saturday, 6 A.M.-midnight) except one. In that segment WBT won a tie.

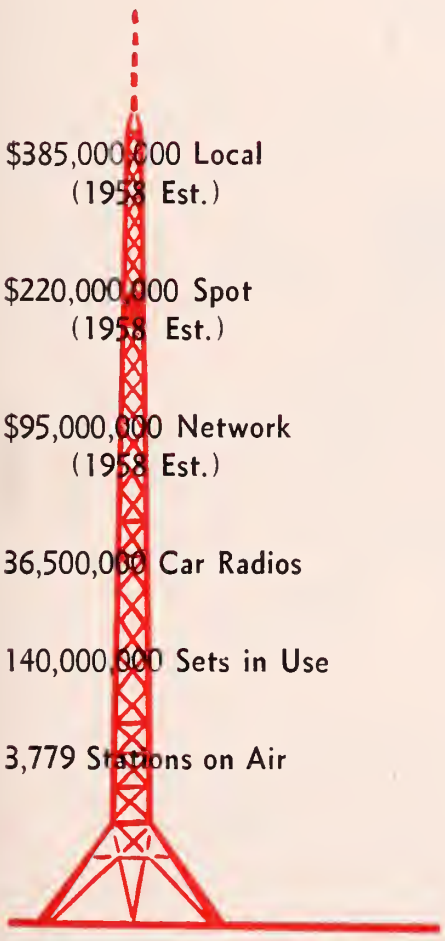
For this overwhelming vote of confidence by our listeners and for the support of you, our sponsors, we are everlastingly grateful and sincerely humble. And our pledge to you is a continuation of Full-Service Programming and audience leadership in the future.

WBT Radio CHARLOTTE, N. C

JEFFERSON STANDARD BROADCASTING COMPANY



Radio's Barometer



Spot: Volume for 124 markets analyzed by an Adam Young Inc. report indicates that spot volume for these areas was 27 percent greater in 1957 than in 1956, or $152,003,000 to $119,994,000 (see complete market listing, p. 38). In both years these markets accounted for more than 82 percent of the U.S. total, the study states. Only two markets showed a decrease in 1957.

The Young estimated projections on the amount of national spot radio business going into multiple-station markets during 1957 are based, according to the representative firm, "on detailed analysis of FCC data for previous years and (our) own first-hand knowledge of billing trends in the majority of the country's larger markets."

Networks: Net operating profit for the first quarter of 1958 is estimated by American Broadcasting-Paramount Theaters Inc. at $1,854,000 or 43 cents a share, up from the 1957 figures for the same time period of $1,743,000 or 40 cents a share. Leonard H. Goldenson, president, indicates that the ABC Radio network is being "streamlined" to reduce costs.

New business and renewals reported by CBS amounted to $2,350,000. The figure for ABC was $1.5 million (see *Report from Networks*, p. 51).

Local: Each month of 1958, if the trend continues, will show an all-time high in billings for WINS New York, according to the station. For the first four months of 1958 the station has posted a 29.8 percent increase over the comparable period in 1957. Jock Fearnhead, vice president and general manager of the station, estimates that with the new rate card, which has been in effect since February, billings for the full year will be approximately 40 percent over 1957.

Stations: Total stations on the air, both am and fm, increased again in May—to 3,779, up 10 over April.

	Commercial AM	*Commercial FM*
Stations on the air	3,239	540
Applications pending	430	46
Under construction	82	72

Sets: Total radio set production for March 1958 was 931,341, according to the Electronics Industries Association. Automobile radios produced came to 234,911. Retail radio sales—excluding car radios—came to 538,963 in March.

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

*** U.S. RADIO**

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

for buyers and sellers of radio advertising

U.S. RADIO

JUNE - 1958 VOL. 2 - NO. 6

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Hitch **YOUR** Wagon to the Star stations and Watch Your Sales GO UP!

2 VITAL Stations in 2 Important Markets Serving over 3 Million People

FIRST and Getting FIRSTER all the time

KOIL No. 1

A Vital Force in Selling Today's **OMAHA**

April-May 1958 Hooper
8 AM-Noon 40.4
Noon-6 PM 40.6

KMYR No. 1

A Vital Force in Selling Today's **DENVER**

April-May 1958 Hooper
8 AM-Noon 18.1
Noon-6 PM 17.2

Check the RATING of Your Choice
Your STAR STATION is a MUST BUY Station!

the Star stations

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

NOW UNDISPUTED NUMBER ONE ON PULSE TOO.

APRIL 1958 PULSE GIVES KOIL OVERWHELMING NUMBER ONE SPOT!

It's a fact worth repeating: 40% of all network sponsored time is on the NBC Radio Network. That's 33% more than the second network—a lead of 13 commercial hours per week. NBC is the only network to show an increase in sponsored time in the past year!

The number of advertisers has leapt ahead, too . . . from 26 in 1956 to 115 in 1957 . . . more advertisers than any other network. Thirteen of the top pre-television blue chip advertisers are now back on NBC Radio.

Credit this growth to NBC's imaginative programming aimed at increasing radio's usefulness for advertisers and audiences. Concepts like STARDUST which brings big star excitement back to radio; public service features like NEWS ON THE HOUR which attracts

more listeners than any other radio show; constantly changing NIGHTLINE, aimed at the perceptive adult audience. No wonder NBC advertisers are the most-listened-to in all network radio! Month after month they are attracting the medium's biggest cumulative audiences according to Nielsen.

In television, NBC has forged into the Number One position nighttime in the nation's major markets. Now the NBC Radio Network joins the surge toward new peaks of advertiser and audience acceptance with 33% more sponsored time than the second network.

NBC RADIO NETWORK

. . . precisely why there's never a dull moment . . .

precisely why in each of these major markets

more radios are tuned to the Storz Station than to any other

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Hooper and Pulse. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . . all-day. Proof: Metro Pulse. Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. Now 20 times more powerful with 5,000 watts on 690 kc. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (38.7%) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

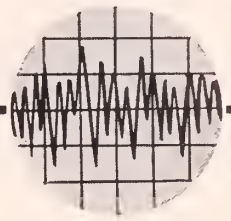
WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



Radio Resists Census Effort To Drop Set Count in 1960

The recent announcement by the Bureau of Census that the number of radio homes will not be included in the 1960 census has created concern in broadcasting circles. NAB is vigorously working to get radio back into the census picture, although the decision was made, according to the bureau, because radio so saturates the nation that it would be a waste of money to "confirm the obvious."

Cunningham & Walsh V.P. Comments on Radio's Horizons

Jerome Feniger, vice president, Cunningham & Walsh, New York, told a meeting of the Washington Ad Club that radio "offers great horizons for sheer creativity . . . and that one of the most interesting sales elements in radio is the selling power of the human voice." In his remarks, Mr. Feniger praised radio as having done an excellent selling job for such C & W clients as Texaco, Jergens, Colgate, Sunshine Biscuits, among others.

New Sales Clinic Format Worked Out by RAB

RAB has developed a new format for its area sales clinics. The new approach, according to Kevin Sweeney, president, is built on three points: An "autopsy on success" treatment; attendance limited to stimulate group participation, and presentations specifically geared to the market under discussion.

86 Percent of Audience Is Adult, Says Fellows

Eighty-six percent of this country's adult population listens to the radio during an average month, says Harold E. Fellows, president, NAB, who also reveals that teen-agers (15 to 19 years old) form the smallest numerical segment of the total adult audience. The oldest adult listening group (over 45), according to Mr. Fellows, makes up the largest audience segment.

Radio Dominant in Pre-Shopping Hours, CBS Radio Spot Sales Shows

CBS Radio Spot Sales presentation, "All About Women," states that radio, during pre-shopping hours, reaches 34.6 percent of women who buy in supermarkets. This is 48 percent more customers than are reached by the nearest competing medium in that period, the study states.

McGannon New President Of RTES for One-Year Term

The Radio & Television Executives Society of New York has elected Donald H. McGannon, president, Westinghouse Broadcasting Co. Inc., as its new president for a one-year term. Heading up the society's board of governors is Ted Bergmann, president, Parkson Advertising Agency, New York, who will serve for two years.

Program Counselling Increased By National Representatives

Stepped-up activity by national radio representatives in program counselling for their stations is illustrated by John Blair & Co. The firm is working on a plan to set up a program exchange department—as an idea clearing house—for production techniques and programming features.

Consider the Family...

how it shares ideos, opinions, tostes.
Among people living together, ottitudes become contagious; approval
or rejection an unconscious unonimous reaction.
Properly motivoted, the fomily unit can odopt o favorable viewpoint,
will respond to o chollenge attractively presented.

BARTELL FAMILY RADIO

in the post ten yeors hos developed o progroming
ottuned to family particpotion, creoting o componionoble climote of
unreserved acceptance . . . not by one oge group olone, but by oll members.
Excessive progrom oppeol to one or onother
of the fomily is o temptotion which
Bortell Family Rodio avoids unrelentingly. A bolanced progroming

REACHES THEM ALL

ond thot's the ideol oudience . . . for stotion loyolty . . .
for moximum buyership.

BARTELL IT . . . AND SELL IT!

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency

washington

ASCAP-BMI Hearings Near End

The record is just closed on proposed legislation to force broadcasters to relinquish ownership in music publishing and record companies. After two days of rebuttal in July when ASCAP and BMI will get in their final licks, the Senate Commerce Communications Subcommittee is expected to turn over the record to the Department of Justice and the FCC. Countering ASCAP claims, BMI witnesses paraded to the witness stand to relate that broadcasters do not push BMI tunes, that ASCAP music is and always has been predominant on the airwaves, hence the bill is (1) unnecessary and (2) unduly discriminatory. A clue to the leanings of Senator John Pastore (D-R. I.), subcommittee chairman, came in one session when he declared he was "disturbed" at the claim of some artists that they tried to get into ASCAP and were refused.

Priority Suggested For DBA Petition . . .

The first question asked of FCC Commissioner Robert Bartley while appearing before the Senate Commerce Committee prior to re-appointment was on the long-standing petition from the Daytime Broadcasters Association for a longer broadcast day. Commissioner Bartley conceded that action on the matter was overdue. He promised to make every effort to get the DBA issue a priority position on the FCC agenda and to settle it quickly one way or the other.

. . . on Heels of FCC Action On Clear Channel Stations

Another thorny issue intimately related to the daytimers' crusade is clear channel broadcasting, which, after more than a decade of gathering dust at the FCC, was pulled off the shelf recently and made the subject of an FCC rule. Broadcasters have until July 15 to let the FCC know how they feel about a proposal to duplicate half of the 24 Class I-A clear channels. One dozen frequencies would be made available for full-time Class II outlets. Included in the latter group are the daytimers and unlimited stations which now must reduce their power at night to avoid interference with the clear channel outlets.

Network Regulation Hearing Gets Underway

It's for sure now broadcasting won't get a breather even in the final weeks of this congressional session. Hearings before the Senate Commerce Committee to consider a bill to regulate networks was to get underway June 2. The legislation—echoing many of the same recommendations made in the Barrow Report—was authored by Senator John Bricker (R-O.) four years ago. Senator Bricker, the committee's ranking minority member and one-time chairman, is adamant in his view that the public will be better served if networks are placed under the regulatory thumb of the FCC. Getting off as it did to a late start, it is doubtful that any such legislation will be passed in the 85th Congress.

Annual Plea for Dry Airwaves Heard on Hill . . .

While broadcasters were busily engaged at the annual NAB conclave in Los Angeles (see page 34), a militant band of temperance advocates made their annual trek to Congress. They testified in support of a bill to ban the advertising of alcoholic beverages in interstate commerce. Their objection to beer and wine advertising on broadcast stations had the same ring that has sounded for over 10 years . . . corruption of the young, traffic fatality increase, decay of the home, the temptation for more people to drink more alcohol so alluringly advertised.

REACH 'EM

. . . and sell 'em in San Antonio with KONO radio

March-April, 1958 Hooper shows

17.4% sets in use

(20.5 mornings—14.8 afternoons)

and **30.4%**

Average Share of Audience for KONO

. . . and that's more audience than the total of SIX other local radio stations—including three networks. Want more facts?

See your H-R REPRESENTATIVE or Clarke Brown man

860 KC
5000 WATTS

KONO

SAN ANTONIO RADIO

. . . But Opponents Counter With Equal Fervor

When the opponents took the stand, their yearly admonition to the Senate was that the bill is basically an attempt to revive prohibition and would strip the beverage industry of its right to advertise. They also had some declared governmental backing. The Justice Department suspects that if such legislation became law, it would give a competitive edge to foreign distillers. Both the Commerce and State departments have gone on record opposing the bill. So has Postmaster General Arthur Summerfield.

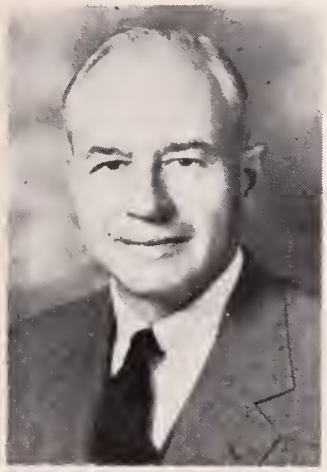
Cigarette Advertising and the FTC

Another "minor vice" has popped up in the Senate. A recommendation has been made by Senator Richard Neuberger (D-Ore.) to give the Federal Trade Commission greater leeway in controlling cigarette advertising. He declared that tobacco company advertising, especially in the broadcast media, woos the younger generation to the detriment of the country. Although he has not drafted any legislation on the subject, it is understood that he is studying the matter more closely and possibly will do so.

Bills to Tighten Federal Agency Control

As promised in the interim report issued by the House Legislative Oversight Subcommittee calling FCC members on the carpet for certain actions in office, legislation on areas of improvement for regulatory agency officials has been introduced in the House. A bill by Representative Orin Harris (D-Ark.), calls for an FCC code of ethics to be published in the *Federal Register* six months following passage by Congress; Presidential power to fire a commissioner for neglect of duty or "malfeasance in office;" the abolishment of honorariums for commissioners. Representative Henry Reuss (D-Wisc.) has introduced a bill along similar lines but additionally recommends a salary increase for commissioners and the extension of an FCC term of office from the present seven to 14 years.

the *Silver Mike*



THIS MONTH:

GEORGE B. STORER

President of
Storer Broadcasting Co.

Business Enterprise, Service Build Major Station Group

As the first group owner to acquire the legal limit of seven radio stations in major markets, the Storer Broadcasting Co. is today placing increasing emphasis on the ingredient that builds a station image—community service. Spearheading the progress of this company is its founder and president, George B. Storer.

It was in Toledo, O., in 1912, that Mr. Storer first became acquainted with radio—an owned and operated "ham" outfit. Today, his broadcast holdings extend to seven radio and five tv stations.

Mr. Storer follows a policy of "developing maximum service for each station owned . . . to build the value of the company's outlets and to grow into increasingly larger stations and markets."

Although his stations have been founded and built on effective business practices, Mr. Storer takes notable satisfaction in the community service projects of each of his seven radio stations. Big Brother Movement, symphony orchestras, 4-H Clubs, a Junior Citizen Group and many others; anything, in fact, that gives the broadcaster that "unusual opportunity . . . to actually do something about making his home town a better place in which to live."

Mr. Storer applies to his broadcasting operations the same salesmanship and imagination that made him a success in the oil and steel industries. His first station, as a matter of fact, was an outgrowth of his Fort Industry Oil Co.

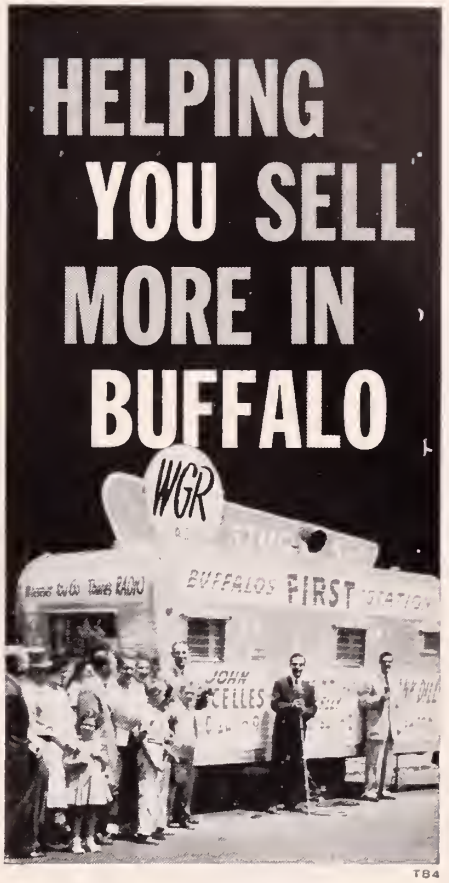
Searching for a means to increase the growth of the oil firm, Mr. Storer in 1927 inquired about the infant medium radio. Negotiations for some advertising on a little, 50 watt Toledo station, WTAL, ended with his purchase of a controlling interest in the property.

The call letters were changed to WSPD—to suggest Fort Industry's "Speedene" gasoline.

That same year, Mr. Storer moved to Detroit to take control of a firm now called the Standard Tube Co. He continued in his oil business and also operated—on a lease of $200 a month—WGHP Detroit. That station later became WXYZ, after its sale in the early 1930's.

Broadcasting became Mr. Storer's major interest in 1931 when he sold his oil interests to Standard Oil Co. of Ohio. As the Fort Industry Co., Mr. Storer and his colleagues built CKLW Windsor, Ont., in 1933, selling it immediately to Canadian interests. WWVA Wheeling, W. Va., was purchased about that time.

Today, the company's radio stations include WSPD; WWVA; WAGA Atlanta, Ga., bought in 1940; WGBS Miami, 1944; WJBK Detroit, 1947; WJW Cleveland, 1954, and WIBG Philadelphia, acquired in 1957. • • •



TB4

WGR Radio's mobile STUDIO 55 travels each week to a different high-traffic location — a super market, a County Fair, etc.

WGR D.J.'s John Lascelles, Warren Kelly and Frank Dill broadcast live from STUDIO 55, attract thousands with their personal appearances and contests. Thousands of passing cars see the trailer and the crowds, instantly turn on their radios.

Over a million cars and a million homes in this $4 billion market. WGR covers the New York State Thruway too, from Ohio to Syracuse, with a loud, clear signal. Add our Canadian coverage and you've got a combination that can't be beat!

ABC Affiliate, Represented by
Peters, Griffin, Woodward

BUY
WGR
RADIO
BUFFALO'S FIRST STATION

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
WNEP-TV/WILK-TV, Scranton-Wilkes-Barre

SINCLAIR REFINING IS SOLD ON SPOT...

Photo by Morris H. Jaffe

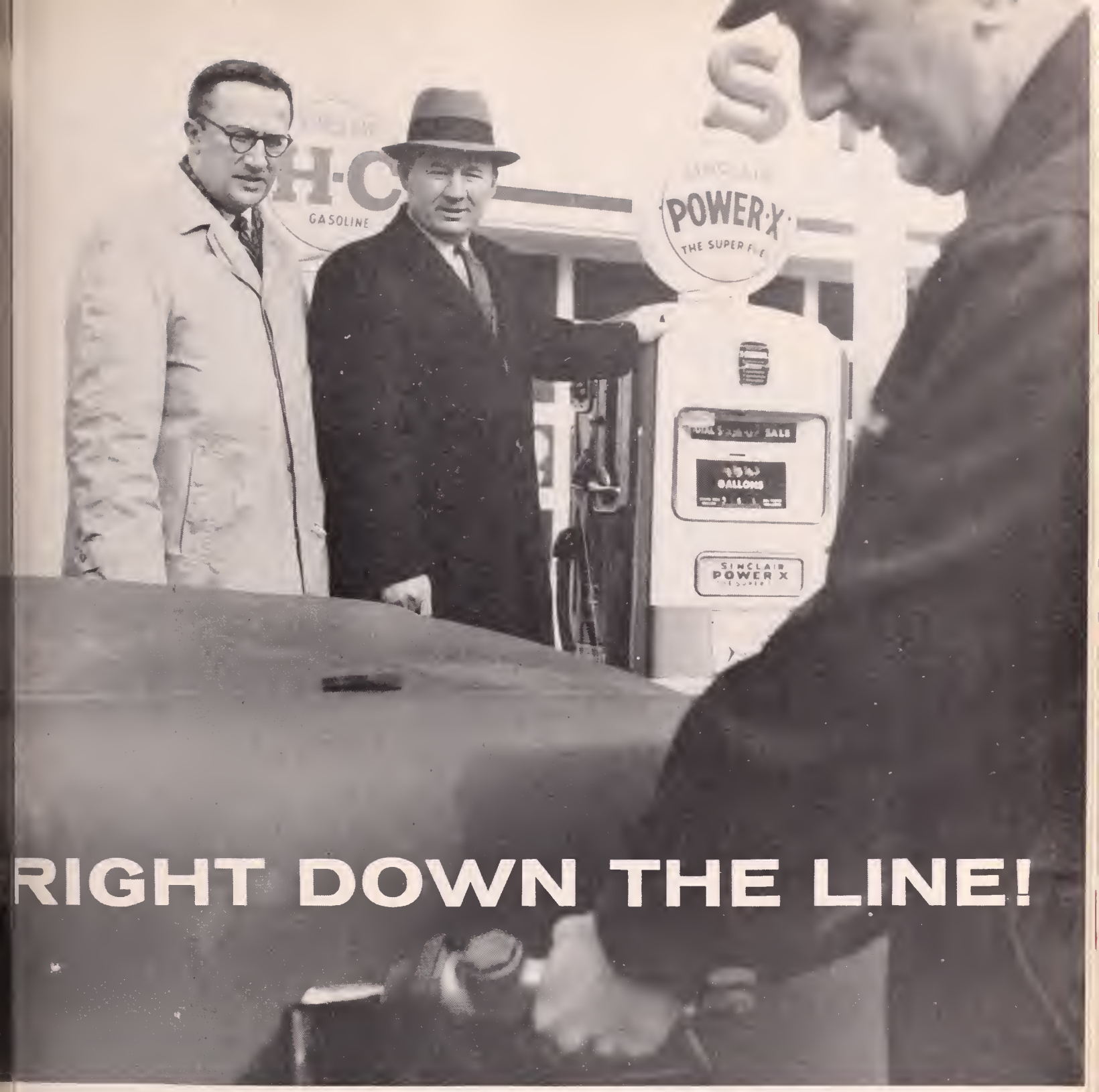
FROM HOME OFFICE...

"Driving today? Remember to drive with care — and buy SINCLAIR — Power-X Gasoline." **Slotted to reach the motorist at breakfast and enroute to and from work, that 5-second reminder will be broadcast 525,200 times in 1958 — the biggest campaign, for size, scope and duration, in Spot Radio history. "Spot," says SINCLAIR REFINING COMPANY's Vice President and General Sales Manager, Louis W. Leath, "is doing a *great* job for SINCLAIR."**

To boost coverage and frequency, yet keep to a reasonable, affordable budget, SINCLAIR REFINING switched to Spot. The same allocation that had purchased only scattered Radio-TV programming in about 100 major markets now brought SINCLAIR saturation schedules in those same markets — 40 to 250 spots a week, 52 weeks a year — plus sizable weekly campaigns on a year-round basis *in 350 additional markets.* Totals: 450 cities; 900 stations; 10,100 announcements per week. And in every market served by SINCLAIR and by an NBC Spot Sales-represented radio station, SINCLAIR uses the NBC Spot Sales station!

Standing, left to right: Louis W. Leath, Vice President and General Sales Manager, Sinclair Refining Company; Jack Price, Radio Spot Sales Representative, NBC Spot Sales.

Seated, left to right: Stanley F. Ellsworth, Vice President and Account Executive, Morey, Humm, & Warwick, Inc.; James J. Delaney, Advertising Manager, Sinclair Refining Company; Reynolds Girdler, Director of Public Relations & Advertising, Sinclair Oil Corporation; William L. Wernicke, Radio-TV Vice President, Morey, Humm & Warwick, Inc.



RIGHT DOWN THE LINE!

TO SERVICE STATION...

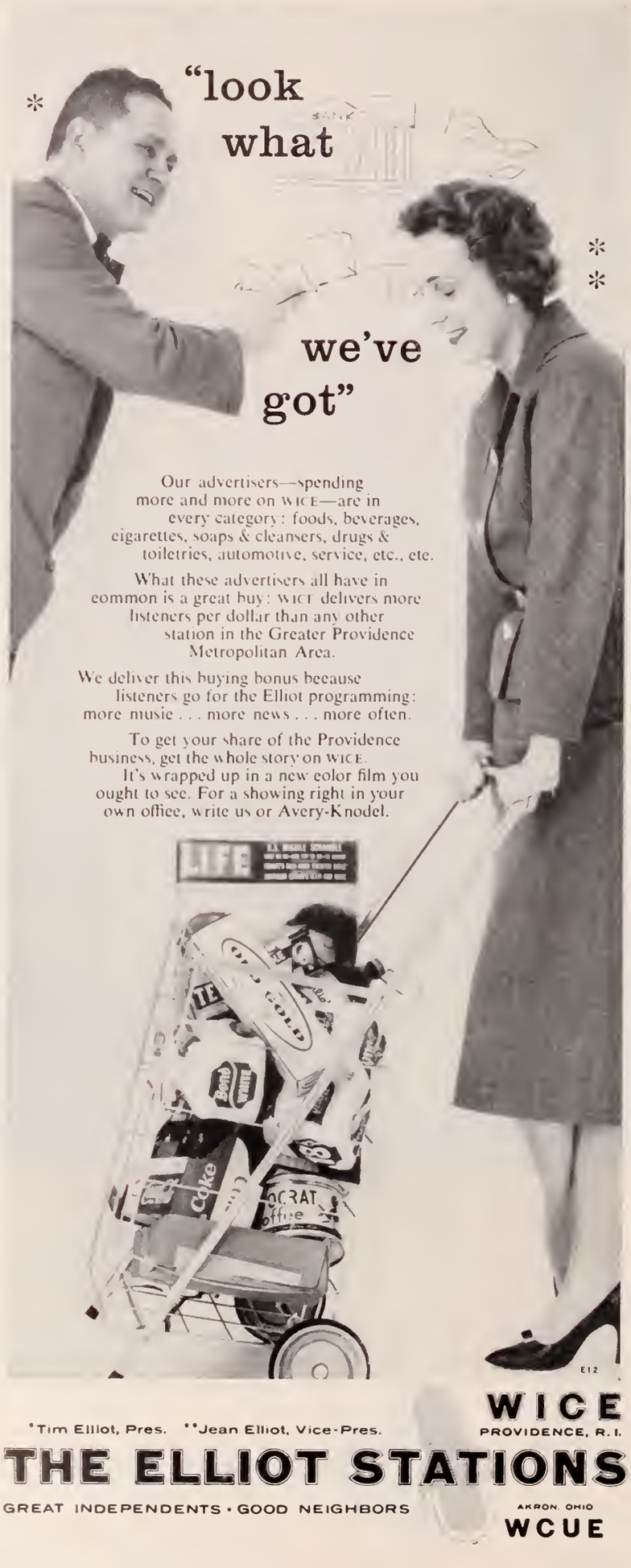
n Chicago, where radio station WMAQ plays a major role a the SINCLAIR schedule, **George Gaudio, operator of the inclair station at North Avenue and LaSalle Street reports: My customers tell me they hear the Sinclair radio com- ıercials, and I know those spots have brought me business. ly customers are in automobiles and they listen to their ıdios, especially WMAQ. Personally, I know of no better ay for Sinclair to advertise the products I sell."**

questionnaire sent to SINCLAIR marketers brought a request *om 95% of them for continued use of Spot Radio,* along with erwhelming confirmation of rising sales throughout SINCLAIR rritory. And SINCLAIR men agree right down the line: in the markets served by NBC Spot Sales-represented radio stations, credit for this campaign's tremendous success belongs, in large part, to those stations.

Left to right: Howard Coleman, Manager, Radio Station WMAQ; Carl K. Foster, Manager Sales Promotion, Central District, Sinclair Refining Company; George Gaudio, Sinclair station operator, Chicago.

NBC SPOT SALES

NEW YORK—WRCA
PHILADELPHIA—WRCV
WASHINGTON—WRC
PITTSBURGH—WAMP
CLEVELAND—WHK
LOUISVILLE—WAVE
CHICAGO—WMAQ
ST. LOUIS—KSD
SEATTLE-TACOMA—KOMO
SAN FRANCISCO—KNBC
HONOLULU—KGU



LETTERS TO

National Shoes

My heartiest congratulations on your excellent handling of the feature on National Shoes in the May issue. It presented a thorough and authentic picture of this company's use of radio.

You are making a valuable contribution to a better understanding of radio as an effective advertising medium.

Milton Guttenplan
Vice President & Acct. Supv.
Emil Mogul Co.
New York

Agency Use

Inasmuch as we are sure U. S. RADIO will be valuable to us in our business, we would like herewith to enter our subscription for two years. Congratulations on a fine new effort in the trade publication field.

Stewart Spencer
Tobias & Co. Advertising
Charleston, S. C.

Congratulations for the job you're doing with "the monthly magazine devoted 100 percent to radio advertising."

Marion Harper Jr.
President
McConn - Erickson Inc.
New York

Radio History

Your article on the picture history of radio, *Radio's First 38 Years* (May 1958), certainly reflects some of the wonderful moments of early radio. It is a most commendable piece. However, your writers have . . . overlooked "The World's First Radio Station," namely, WWJ.

Don De Groot
Assistant General Manager
WWJ Detroit, Mich.

Sales Opportunities

I have just finished going over *Radio's Future Sales Opportunities* (May 1958) and I think you have done an excellent job of pointing out the way in which we and some of our worthy competitors are working to develop new and bigger radio sales.

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York

Canadian Fm

I have read with considerable interest a number of issues of your excellent magazine and would like you to consider this as my subscription for one year.

THE EDITOR

Today I was re-reading the December 1957 issue and in particular the article on *Fm—The Frustrated Medium*. Fm has a tremendous future in Canada.

R. D. Munro
Sales Manager
Radio Representatives Ltd.
Taronto, Canada

Department Stores

Since we are fortunate enough to carry Globe Store schedules, which represent more than 90 percent of its entire radio and television budget, we know you won't mind our pointing out that we were not credited in your excellent Department Store article in the April issue.

RAB has put out an extensive promotion piece on Globe's schedules over WEJL.

Cecil Woodland
General Manager
WEJL Scranton, Pa.

In the list of department stores that use radio in Arkansas, we note that Hot Springs National Park was not listed. I realize that this was a sampling of 500 stores, but I thought you would be interested in knowing that Richard C. Foster Jr., manager of Sears Roebuck & Co. in Hot Springs, has consistently used KBHS radio for an average of 140 spots per month. He is now well into his second straight year.

E. J. Kelley
Vice President
KBHS Hot Springs, Ark.

Bache Story

In your March issue you featured a story on Bache, illustrating their use of radio. We have had a Bache office in Oil City longer than WKRZ has been on the air (13 years). In that time we have been unable to get to first base in selling them a spot or a program schedule. Seizing upon your magazine, we called upon the local manager, who indicated extreme interest in the possibility of broadcasting stock market reports twice daily.

Our proposal was forwarded to the New York office and was returned with the notation, "We have situations where we have stations giving this information to their listeners free of charge, crediting us as the source." My question is, all too many times, why do we give something away that has sales ability, particularly to those who can well afford to pay?

R. Edward Erickson
Manager
WKRZ Oil City, Pa.

The names on the board are just a few of the national accounts we serve in the rich Akron district.

These smart advertisers come to CUE, *stay* on CUE for two simple reasons: We deliver 11.7% more listeners per dollar than any other station in the Greater Akron Metropolitan Area. We help convert these prospects into customers through extensive merchandising tie-ins with the biggest food chain in Akron.

The whole story of WCUE is on a new color film we've just completed. A note to us, or Avery-Knodel, will fetch you a print or our latest Akron Market Data Book. They make it very clear that if you want to increase your business in Ohio's fourth market, you belong in this fine company—on CUE.

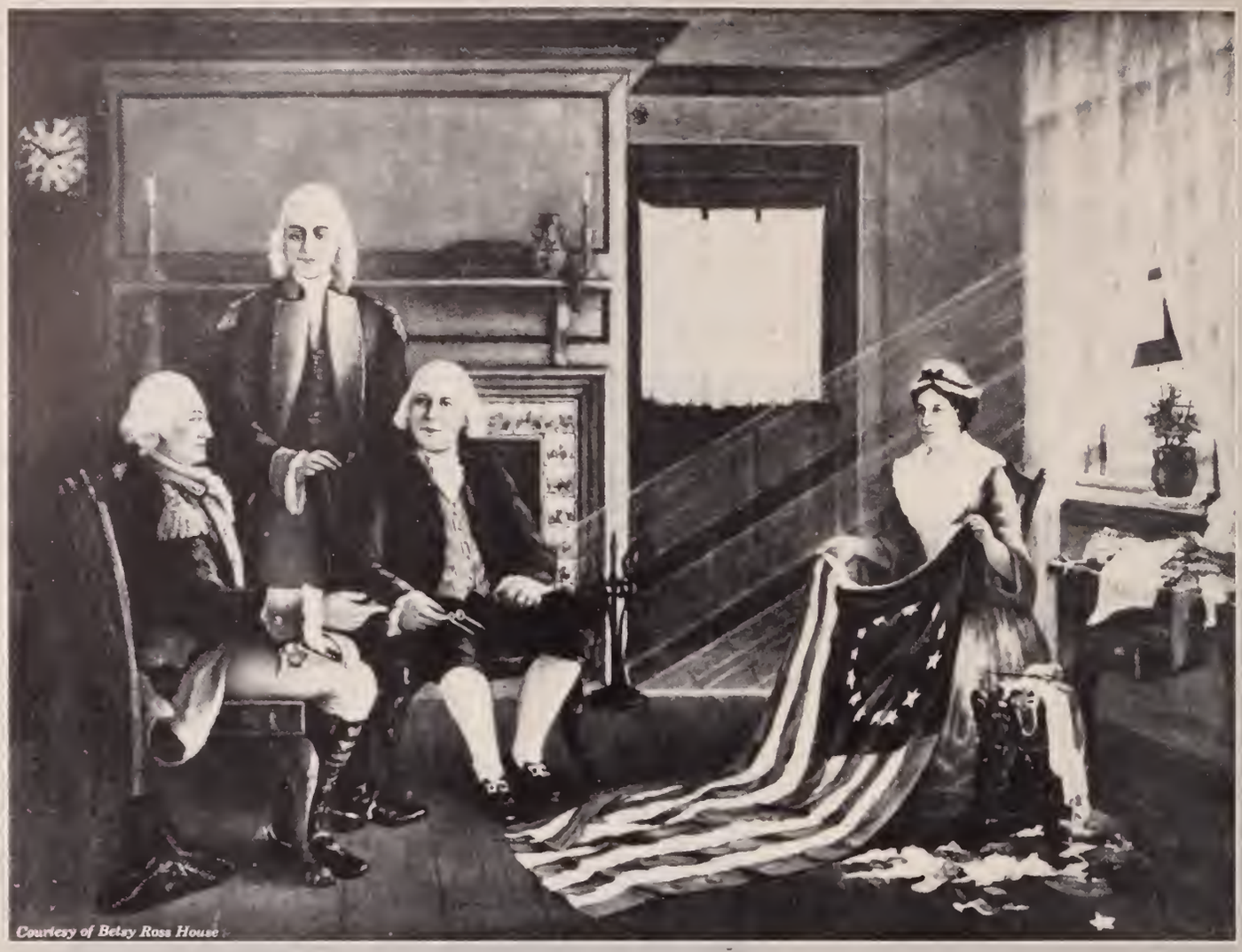
WCUE
AKRON, OHIO

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I.
WICE



First on the Philadelphia scene... yet known throughout the nation

...and **WIBG** *is first in Philadelphia Radio!*

Betsy Ross made the first American flag here...and now Philadelphia hails a *new* first!

*WIBG-RADIO 99 commands first place in average audience in the nation's 4th market Mondays through Fridays, 7 AM to 6 PM, leading all other stations!**

Hoist *your* flag to WIBG, where the highest audiences mean highest results . . . at the lowest cost per thousand in ye olde towne!

WIBG

A STORER STATION 99 ON YOUR DIAL RADIO 99

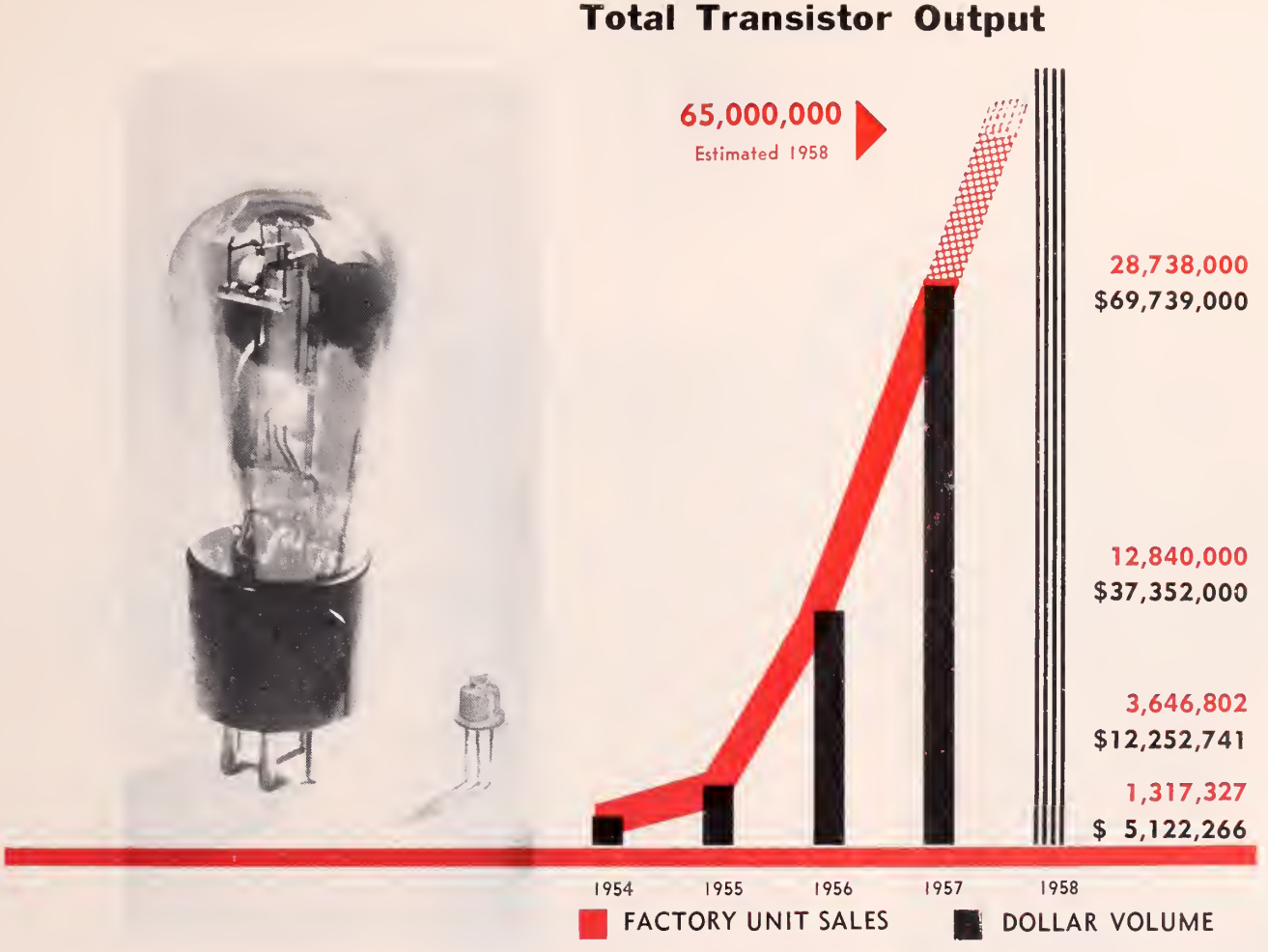
Call Jack Mahoney or KATZ for availabilities

**C. E. Hooper, March - April 1958*

STORER BROADCASTING COMPANY

Storer Radio

WIBG	WWVA	WAGA	WGBS	WSPD	WJW	WJBK
Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland	Detroit



U. S. RADIO • JUNE 1958

Tiny Key To Tomorrow's Radio

June marks the transistor's 10th anniversary. Its development, radio forces believe, is creating a media revolution. Transistor production for radio sets is skyrocketing.

A new era of personal radio saturation is in the making for radio broadcasters and advertisers.

It is being brought about by the development of the transistor—mighty mite of the electronics age—which this month celebrates its 10th anniversary.

The number of transistors earmarked for radio sets has been steadily increasing. In 1958, estimates show that the largest single share of transistor output, 38.5 percent, will go to radio.

It doesn't take much figuring to

RCA has exhibited this model of a five-tube transistorized radio in a two-ounce fountain pen case that holds batteries and antenna.

This wrist-watch radio transmits sound. A simple process, based on commercial demand, could turn it into a receiver of airwaves.

realize that, based on projections for 1965, a media revolution is on the horizon. Radio's "personal" or "companion" role will be greatly magnified. The radio set, because of its new compact size, will be as portable as a pair of shoes. In the home, it will be as commonplace as the ash tray. Out of the home, it will be taken to work, to the store, to the beach or picnic.

Nobel Prize

It was just a decade ago that a device created by three physicists at Bell Labs was unveiled to the world. It was called the transistor — for transfer resistance. For their efforts, John Bardeen, Walter Brattain and William Shockley were awarded the Nobel Prize in physics in 1957.

So swift has been the recognition of this discovery's vast application and utility that Bell estimates the transistor has accomplished in 10 years what it took the vacuum tube 40 years to do.

More than its media significance, this device, smaller than a dime, is creating an industrial revolution. It is helping industry do jobs it could never do before. It has created whole new lines of products for the consumer.

And not without special meaning is the fact that the transistor is shaping new and exciting types of radio sets. Already there is a vest pocket radio. RCA has exhibited a fountain pen radio and the military is using a wrist-watch radio that transmits sound. The conversion of the latter set to a receiver is a simple matter that can be brought about by sufficient commercial demand. A handbag radio also has been experimented with.

For the radio industry, this will soon mean the fulfillment of the "radio is everywhere, all the time" dream with vast implications on programming and sales methods. For the advertiser, this will mean saturation circulation of such dimensions that radio's ease in reaching the American consumer at any point in the day will be a cardinal rule of timebuying.

Glimpse at Figures

A glimpse at the figures illustrates how radio is benefiting from this discovery. Bell estimates that, based on 1957 evidence, factory transistor sales should total 65 million in 1958. The largest share of this, 25 million, is for the entertainment field which consists almost entirely of radio, with some phonographs.

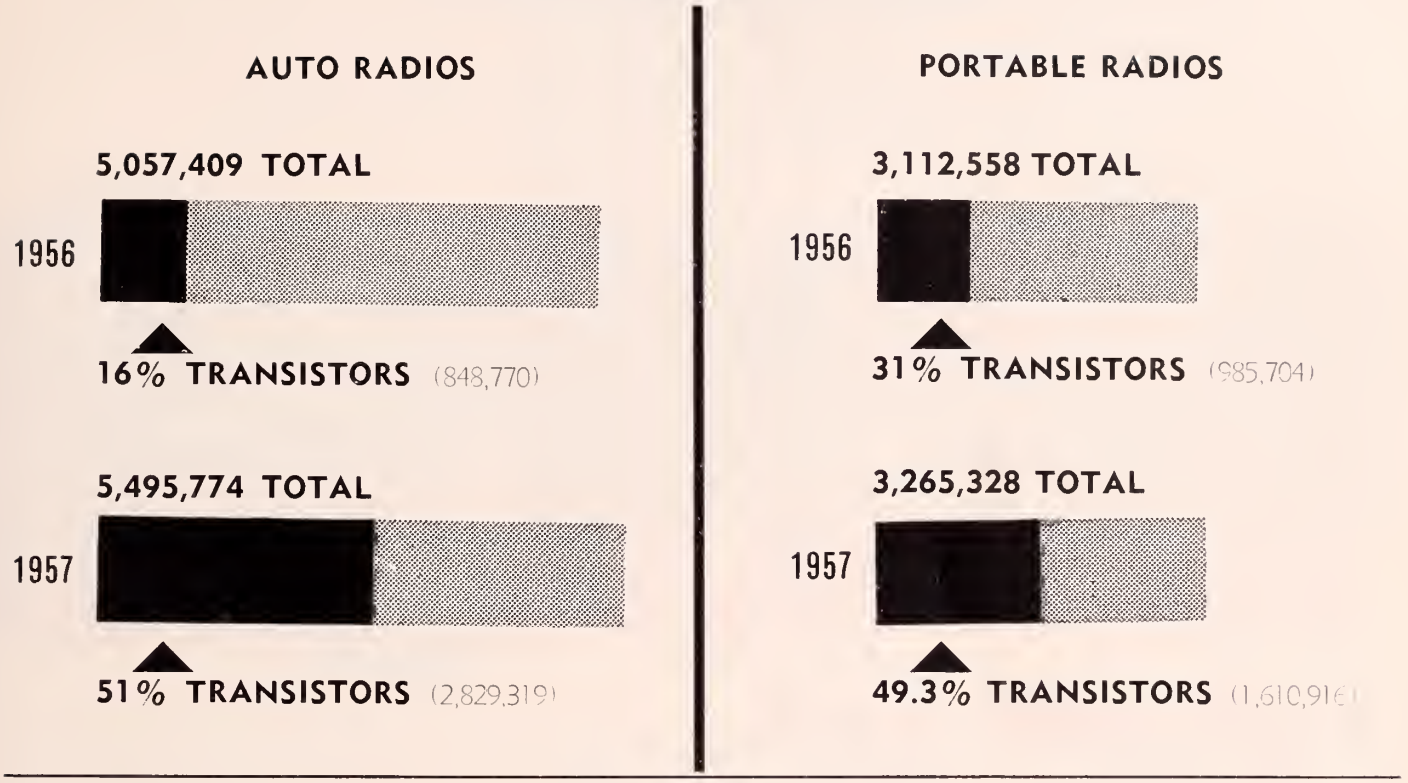
Although these figures appear a little staggering, they are actually no surprise. Ever since the transistor's invention, it has played an increasingly important role in the life of radio.

Electronics Industries Association estimates that in 1956 about 18 percent of transistor production went to radio sets. Last year the figure was more than 28.7 percent.

For the first quarter of 1958, about 48 percent of transistor production went for radio sets. It is expected that this will level off slightly by the end of the year.

Projecting the significance of increasing transistor production into the future, it can be seen that the real impact is yet to come. Estimates at Bell on the factory sales of transistors for the year 1965 vary from 300 million to 500 million. The conservative figure is from Bell Labs and the more liberal is from the Bell System.

Transistor Radio Production



Source: Electronics Industries Association

Assuming that the percentage of transistors used for radios remains the same, 38.5 percent of the 1965 estimates would place total transistor output for radio between 115,500,000 and 192,500,000.

With an average of six transistors to a radio set, transistors alone should account for between 19 and 32 million radios by 1965. Comparing this with the all-time record of 15.4 million total radio sets produced in 1957, the discovery of this semiconductor device assumes its real significance for the radio advertising field.

Changes in Store

What does this era of personal radio saturation hold for broadcasters and advertisers?

These innovations will bring about changes in radio programming. A sampling of broadcaster opinion reveals that there will be a greater place for service features: more news, weather and time slots. Increased traffic and public transportation bulletins also will be needed.

The advertiser will find a vastly increased radio audience. It is estimated that every fourth person walking down the street will be radio equipped in the market of tomorrow. The 8.5 million portables in use now will easily be doubled if not tripled by 1965.

Illustrating Trend

The trend in this direction is illustrated by the growth of transistor production the past few years. Although developed 10 years ago, the transistor did not come into commercial production prominence until 1956. According to Electronics Industries Association, transistorized radio output is being utilized to the fullest for portables and auto sets.

Production of portables in 1957 amounted to 3,265,328, of which 1,610,916, or 49.33 percent, were transistorized. The year before transistorized portable output came to 31 percent of all portable production, or 985,704 of 3,112,558.

The development of the transistorized auto set has made the car radio portable in that it can be taken out of the car and listened to. In 1957, of the 5,495,774 car radios produced, 2,829,319, or 51 percent, had transistors. In 1956, the transistor proportion was considerably less. There were 5,057,409 auto radios made, of which 848,770, or 16 percent, were transistors.

For 1958, the boom is continuing unrestrained. Factory sales of transistors for the first quarter were up 76 percent over the similar period last year. In fact, for the first quarter of 1958 there was one transistor sold for every nine receiving tubes compared with one transistor for every 25 receiving tubes in the first quarter of 1957.

Output Is Licensed

The manufacture of this device is under license to Western Electric, which is the manufacturing arm of American Telephone & Telegraph Co. Each of the two companies control half of Bell Labs. There are actually 36 companies licensed to produce the transistor. Among these are: RCA, General Electric, Westing-

(Cont'd on p. 52)

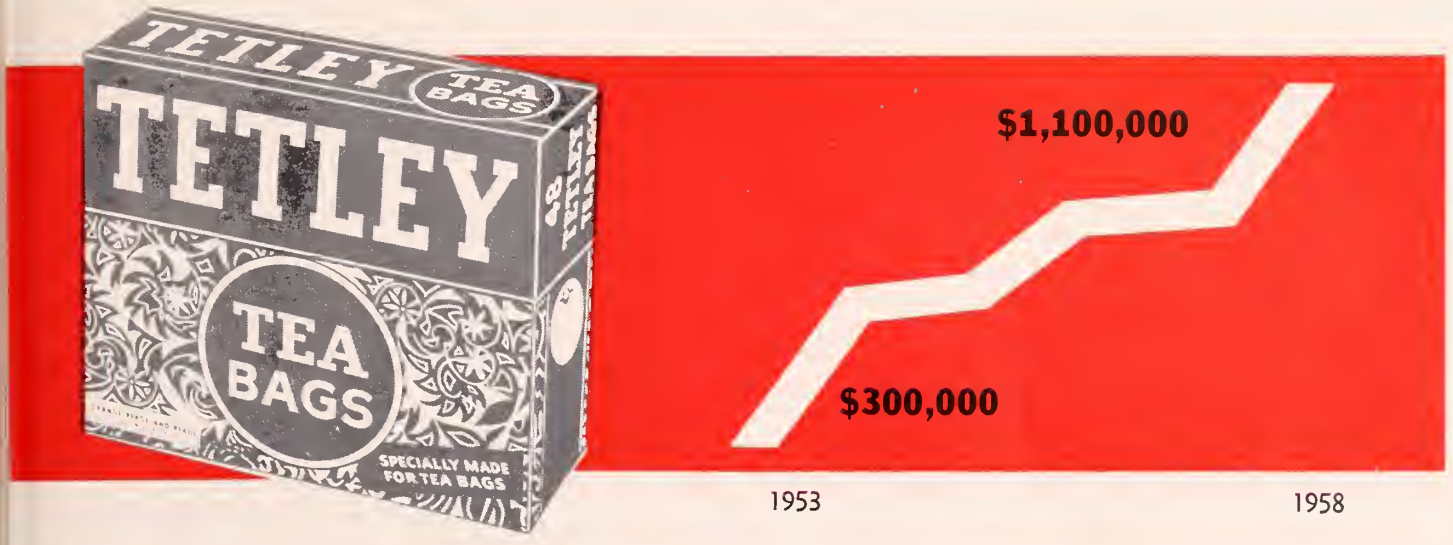
Ogilvy, Benson & Mather recommended that Tetley increase its radio spending when the agency took over the account three years ago.

'85%'

Tetley Leaves It To Radio

The air medium's role has grown along with the tea company itself. Tetley reports that its market position has advanced from fourth to second place brand in the U.S.

Tetley Tea Increased Radio Spending 375% in Past Five Years . . .



. . . While Total Ad Budget Increased Only 65% in Same Period

In the last five years the Tetley Tea Co. has jumped its radio expenditures 375 percent as contrasted with an increase in total advertising appropriations of 65 percent for the same period, according to Edward C. Parker, president. During the same time the company states it has risen from the fourth to the second place brand in the United States.

Mr. Parker predicts that in the fiscal year ending April 30, 1959, Tetley will spend $1.1 million in radio, while in the 1953 to 54 fiscal year the tea company allotted only $300,000 for the air medium. At the present time Tetley is marking 85 percent of its general advertising budget for radio, with additional funds for merchandising and promotion going to point-of-sale displays and cooperative advertising.

Tetley is part of an industry that over the past several years has gained increasing acceptance in the American home. Today Americans drink an average of about 20 billion cups of tea a year, according to the Tea Council of the U. S. A. Inc., New York. At least six billion of these are iced tea. Over 100 million pounds of tea are imported into the U. S. each year, making America the world's second largest tea drinking country after the United Kingdom.

The firm's claim to second place for the country as a whole is a particularly noteworthy achievement in view of the fact that Tetley confines its distribution to the area east of the Mississippi. In this region Tetley accounts for 70 percent of all tea sold, Mr. Parker states.

In the last 12 years the company has multiplied its sales volume two-and-a-half times, he says, and sales have increased by 10 percent in each of the last two years.

Mr. Parker states, "We started using radio in the 1930's, sponsoring the soap operas, and have been in it almost continuously ever since. Recently we have been using more and more radio on a spot basis and expect to continue to do so."

Tetley, through its agency, Ogilvy, Benson & Mather, New York, buys radio time in 90 markets over 250 stations averaging 50 to 75 spots per week in each market.

While the tea company relies heavily on local stations, it does supplement its radio schedule from time to time with network buys. Just announced is the firm's $200,000 purchase of 106 stations on the CBS network. Tetley bought sponsorship of five weekly five-minute units of Columbia's daytime dramatic series. According to Martin Kane Jr., OBM account executive, the contract is for 52 weeks starting last May 21. The stations being used are, of course, in Tetley's distribution area, east of the Mississippi.

When the agency was awarded the account three years ago, according to Mr. Kane, it recommended that the tea company substantially up its radio spending.

Mr. Parker believes that radio has been responsible for "a good part of Tetley's sales increases." He cites four major ingredients in selling successfully—quality, sales force, packaging and pricing, promotion and advertising. "We have a quality product and an excellent sales organization," Mr. Parker comments, "but if our success is partly due to good advertising—and we believe it is—then radio must take credit, since it gets most of our ad money."

Mr. Parker, in explaining Tetley's

choice of radio, states, "With our agency we set up a standard of values to judge media. To do a good, thorough selling job for Tetley a medium had to meet four basic requirements. It had to provide deep penetration and impact, frequency of impression, broad physical coverage and the utmost flexibility. Within the limits of our budget, radio met Tetley's basic requirements best of all ad media. Radio seemed the logical choice for us."

The tea company has looked to the air medium as the best solution to several knotty advertising and marketing problems, not the least of which is the need for economy. Mr. Parker explains that Tetley sells only one product, while its major competitors have other products to share the cost of selling and advertising. The firm also has less money available for advertising, he points out, as compared with its three principal competitors which are divisions of larger corporations; two of these are national. "For these reasons, among others, we look to radio for economy combined with mass coverage in our distribution area."

Broad physical coverage is essential to reach tea drinkers in small cities and rural areas that are only "lightly covered by other media," Tetley's president points out.

The utmost flexibility in an advertising medium is also vital to the tea company because its one product has to be sold in two different forms —package tea and tea bags—and for two different purposes—hot tea and iced tea. "A situation that creates countless marketing and advertising difficulties."

Among them are problems arising from the fact that 10 percent of New Englanders and 27 percent of Middle Atlantic people drink hot tea daily contrasted with only 10 percent of the population in the Southern states. As regards iced tea the situation is almost reversed, Mr. Parker says, with 75 to 85 percent of Southerners drinking iced tea and approximately 47 percent of New Englanders.

The diversification requires a medium that permits copy to be tailored to the requirements of each market at different seasons of the year and allows copy to be changed on a moment's notice when necessary.

"The medium we use also has to have a flexibility that permits us to heavy-up in certain sections of the country during the hot tea season and other sections during the iced tea season. But at no time during the heavying-up period," Mr. Parker says, "can we completely neglect the rest of the country."

Tetley's biggest sales volume lies in four main areas: New England, New York, the Philadelphia territory and the region surrounding the Atlanta sales office, says OBM's Mr. Kane. Other district offices are located in Detroit; Buffalo, N. Y.; Boston; Pittsburgh, Pa., and Baltimore, Md.

Mr. Kane says that Tetley's radio philosophy necessitates comparable expenditures both in areas where Tetley sells well and in sections where sales can be improved.

"We have areas in which we are much stronger than others. Within our marketing area, we do not do a general overall business," Mr. Parker states. "While in some sections we are easily a strong first, in others we have a hard selling job to reach this same position.

"We want to reach present tea drinkers, certainly," Mr. Parker says, "but we also want to convert non-tea drinkers. Hence, in addition to economy, broad coverage and flexibility we must have deep penetration and impact in our advertising medium. Most adults drink tea, so one of our main problems is to get people to drink it at an earlier age. Also, almost twice as many women as men consume our product, so we are primarily interested in reaching the ladies without neglecting the men."

Mr. Kane says that most of Tetley's radio time is bought during the morning and late afternoon to reach women. There are scattered spots throughout the day, but only rarely does Tetley buy in the evening hours. About 80 percent of the one-minute spots are bought on Wednesday, Thursday and Friday because

Edward C. Parker, Tetley president.

Martin Kane Jr., OBM account exec.

of the popularity of late-in-the-week grocery shopping.

Tetley promotes as many merchandising and point-of-sale displays as it can, and the agency is delighted when it can get an in-store display along with its radio buy. The tea company also sponsors contests continuously. One of the most popular is an add-a-last-line to the jingle competition for which the winner is given a tea party for 50 of her friends in one of the town's hotels. The local disc jockey or other personality acts as host. At other times the winner receives a silver tea service, a household appliance or a record album.

Tetley's commercial copy is presently featuring the theme, "Tiny tea leaves from at least 22 plantations go into every Tetley Tea bag." This impression of quality and variety is often given by means of a dialogue between Albert Dimes, the Tetley Tea taster, and a new taster whom he is currently breaking in. There is an interchangeable last line referring to either iced or hot tea, depending on the season of the year and the market. The commercials usually close with a jingle tag.

One of the most recent campaigns is for the family-sized tea bag that contains the equivalent of four ordinary tea bags. While this variation came on the market about a year ago, the company is pushing it in its radio commercials for the first time this summer.

Tea bags now comprise about two thirds of the company's output with loose tea making up the rest. Tea bags, according to Mr. Parker, have been widely sold in this country since the middle 1940's and are accounting for an ever-increasing percentage of tea consumption. "New homemakers seem to start right out with tea bags," Mr. Parker explains, "while the older housewives remain loyal to packaged tea."

North of the Mason-Dixon line 80 percent of Tetley's weight sales are in tea bags, he says, and in the south the opposite holds true with 70 percent of the firm's sales coming from packaged tea.

Tetley has been selling tea in this country since 1888. The firm is English in origin dating from 1837. The parent company now distributes in Norway, Sweden, other continental countries, the Union of South Africa and Israel, in addition to Great Britain.

When Tetley first opened its doors in New York it was sold in seven department stores in major Eastern cities. Now it can be bought in thousands of food stores east of the Mississippi. • • •

This station promotion for a Tetley Tea party is typical of the merchandising tie-ins sought by the company and its agency. The disc jockey is usually host.

Co-op is a major ad budget factor. Parent oil and tire companies contribute an average of 40 percent to gasoline and service stations

From Jackson, Miss., to Jackson, Mich., small businessmen who operate gasoline and service stations are learning —with the help of co-op money from their parent companies—they can enjoy the impact of radio's reach.

A steady advertiser, for example, over WJQS Jackson, Miss., is J.D.'s Super Shell One Stop Service. From time to time it has promoted everything from tire sales to a lawn mower repair service. And, according to the client, radio has "brought direct results consistently."

"Direct results consistently" are usually the fruit of consistent radio advertising, a U. S. RADIO survey on the use of the medium by gasoline and service stations in more than 150 communities around the nation indicates. But in most cases it is not

How Radio Helps Reach Prospects

The Motorist

Filling stations can reach him at peak morning and evening "driving times" through car radio

The Tourist

Car radio reaches him as he enters the community to suggest where he can purchase his auto service

The Male

The largest purchaser of automotive goods and services is best reached with news and sportscasts

The Nighttime Traveler

The 24-hour schedules of many radio stations make it possible to reach him at any time of the night

Filling 'em Up With Radio

possible without some co-op help—usually about 40 percent of the total outlay.

"There is scarcely a major brand that is not using radio in our market," says N. H. Alberstein, commercial manager of WKHM Jackson, Mich. "We enjoy very fine business relations with gasoline and service stations, but we deal through the distributor rather than the individual stations."

Gasoline stations are taking increasing advantage of the sound medium, the study indicates. They are learning that radio is often the best way to reach the audience that buys gasoline and automotive products:

- The motorist — directly through car radio and especially at peak morning and evening "driving times."
- The male, largest purchaser of these goods—through news and sports programs.
- The tourist, in transit through the community—through car radio.
- The nighttime traveler—through the 24-hour schedules of many radio stations.

Another arguing point of the radio salesman stems from the very lack of ad money that the filling stations can make available. Their small advertising budgets mean, in general, they can use radio or newspaper—but not both. By promoting grand opening and sale day saturations, radio has found a way to prove its claims of vaster audiences.

And a definite pattern is indicated in the study as to the results of these promotions: Once a gas station has given radio a solid trial it is bound to become a good customer. However, the pattern also shows that not all of the gas stations have been educated by the radio facts of life.

One of the chief problems, gas stations argue, is that the margin of profit is too small to afford advertising on a continuous basis. They say that even with co-op help there is too much competition from other service stations to make advertising worthwhile.

"Local service station men do not advertise to any extent with any medium in our area," reports Elzer Marx, general manager of WITY Danville, Ill. The initiative to advertise, he says, must come from the radio station and through the parent oil firms.

"The service station people argue

that they sell gas, oil and services and that advertising is someone else's business," he continues. "We make our presentations to the agencies and the mother companies, but we feel the gas stations could profit by what we know about the market, the radio area, the audience and the habits of drivers."

The list of filling stations that have profited by this knowledge, and profited in a big way, continues to grow. Terrific results have been achieved through the saturation promotions, which in many cases lead to a contract and steady, satisfying results over a long period of time.

"Grand openings of service stations have been phenomenal," declares Esther Shepherd, general manager of WAAG Adel, Ga. An ebullient comment, but one that is echoed by a majority of station people who reported them to U. S. RADIO.

"The most dramatic results," says Adrian DeVries, owner of KCLX Colfax, Wash., "have been enjoyed through direct broadcasts at grand openings of new gas stations in our area. Dealers are most happy with radio's pulling power which packs the people in for special attractions and 'sell-a-thons.'"

Gary C. Davis, president of WHPE High Point, N. C., claims that as a result of several grand opening broadcasts for local Gulf stations "we made many friends for each new dealer. For these promotions we run half-hour broadcasts directly from the service station," he reveals, "and each five minutes we announce that the first car to drive in and honk the horn will get 10 gallons of gas."

An "Operation Saturation" promotion offered by WTRC Elkhart, Ind., "has developed results for Sinclair, Gulf and Shell dealers," says Don Freed, commercial manager.

WLEC Sandusky, O., tried the saturation technique for the grand opening of a Marathon station which was competing with two other grand openings in town that day. "Both of the others used newspaper as their medium," states General Manager Jay Wagner. "Our advertiser completely outdrew them both using 22 spots in two days.

"He had nearly 800 persons register in one day and pumped 12 times the normal amount of gasoline. In addition, he sold four sets of tires plus many other items including batteries and accessories. The most important thing is that many of his opening day customers are now regular customers."

Canadian Promotion

Joe Budd, assistant manager of CJOC Lethbridge, Alberta, reports that with 24 spots aired during the week prior to a Saturday opening of a Glendale Royalite Service Station, and with 11 five-minute shows direct from the premises during the opening, 5,340 gallons of gas were sold. The average for a single day in that area, the station says, is 600 gallons.

The success in promoting these openings points up another outstanding fact which comes to light in the study. As noted above, many stations can afford a one-shot saturation of this type but cannot become advertisers on a regular basis without some co-op help—usually about 40 percent of the total cost—from the national or regional firm.

William F. Russell of WKYW Louisville, Ky., illustrates the importance of the co-op support:

"One major oil company, for example, for several years contracted for two quarter hours per day in three-month agreements. Our salesmen, with the company representative, would then contact the individual gas stations and sell the quarter hours, one to each gas station.

"The company," Mr. Russell continues, "paid one half. Therefore the cost of one quarter-hour per week to the small operator was affordable, especially since the local dealer could take advantage of the parent firm's frequency discount.

"We billed the company; but when an order from the company stopped this procedure the billing was made to the individual. It almost doubled the individual cost. Most dropped out."

"The original arrangement," he notes, "did a fine job selling the brand—and each dealer got his money's worth."

Even where co-op is available, things do not always run smoothly. WRHI Rock Hill, S. C., for instance, has several filling stations on the air, almost all on a co-op basis. "We go to considerable trouble to set up these co-op deals," reveals Harper S. Gault, commercial manager.

"Some companies will co-op any kind of advertising, others want spot only, and still others want to co-op only tires, batteries or accessories. It takes a Philadelphia lawyer to keep up with what will and will not go."

H. M. Solomon, manager of WNBH New Bedford, Mass., notes that while "there is co-op available, usually 50 percent, dealers shy away because manufacturers want to push their products while stations want to promote service."

Agreeing that most stations' budgets are "too limited to do the right job on radio unless co-op is forthcoming," James F. McDonough, vice president of WROD Daytona Beach, Fla., says that the co-op money "is often too little to do enough."

When co-op is available in workable amounts, radio has come through with the promised results. An example is WBBC Flint, Mich., which reasoned that "service stations

be sold cooperatively since, as a rule, no one of them can afford enough advertising to make an impact." WBBC has sold 26 weeks of 25 five-minute newscasts per week to the Cochran Oil Co. of Flint and 25 of its affiliated Sinclair stations. To increase listenership, the radio station started a contest and the service stations called attention to the shows with posters.

Douglas Cochran of the distributing firm, in informing the Sinclair offices in New York of the arrangement, commended radio for "the strength of our business increases" and predicted that in the long run it would be "outstanding in boosting our sales."

And the results of the purchase of morning news six days a week over WKAB Mobile, Ala., brings this comment from the manager of the Big "S" Shell Station:

"When the advertisements began, we were pumping approximately 400 gallons of gasoline per day," says Jeff Thompson. "After a short time our sales had increased to approximately 600 gallons per day. Besides gasoline, other sales were up considerably." The service station used no other form of advertising.

What does a service station advertise to keep the regular customers driving in? This is the question that is continually asked of the radio salesmen.

The answer, as expressed by Don G. Bennett, station manager of KREW Sunnyside, Wash., is to "find the one main reason why customers should trade with you rather than with the other stations."

The reason can be a lower-priced car wash, convenient location to stores so the customer can have the car serviced while he or she shops, specials on new products, tire sales.

"When you find the reason," he advises, "stick to it." • • •

Follow-up promotion is provided by insertions of the client's name in WLOU Louisville, Ky., advertisements carried on the back of city busses.

WBBC Flint, Mich., and Sinclair stations cooperate in a contest promotion which draws attention to the product and to the broadcasts. Here a station owner signs up a customer.

1957

Budget for Radio Triples in Year

1958

Radio Follows the

Burke Dowling Adams Inc. vice presidents discuss Delta Miami "blitz" campaign with agency president B. D. Adams (second from right) at their Atlanta, Ga., headquarters. They are (left to right) Bob Bragg, visual director; Ernest Camp, copy director; Jack Hardy, treasurer, and Howard Schriner, creative director. Mr. Adams personally handles the Delta Air Lines account.

At Delta Air Lines, radio follows the flagships. During the current advertising year the company is spending three times as much in the sound medium as it spent in the previous year.

"And I would predict a further increase," says George E. Bounds, Delta's director of advertising, "for the next 12 months starting July 1."

The airline, with headquarters in Atlanta, Ga., operates scheduled flights between 60 cities in the U. S., Latin America and the Caribbean.

In the past few years, the sound medium has played an increasingly important role in Delta's advertising program until today it accounts for an outlay approaching $250,000. "We have added to the number of cities in which radio is used," Mr. Bounds notes. "More recently we have been expanding the use of continuing, 52-week news programs rather than spot announcement schedules using 90 stations in about 80 cities, including New York, Chi-

Airline employs news programs on a continuous basis in 80 cities and uses spot announcements for schedule changes

Delta Flagships

cago, Miami, Atlanta, New Orleans, Houston and Memphis."

At Delta's agency, Burke Dowling Adams Inc. of Atlanta, Ga., radio billings are way above last year "or any previous year," according to B. D. Adams, president and Delta account executive. Radio plays an important role in the programs of Burke Dowling Adams' other clients, including Southern Bakeries, Scandinavian Airlines System and Citizens & Southern Bank.

Versatile Medium

"We have found radio to be a particularly versatile medium," states Mr. Adams. "For some clients it is a basic, workhorse medium. For others it becomes more of a firehorse medium which is called upon in emergencies to beef up trouble spots or to support new products or services."

The agency president has praise for radio's manner of doing business as well as the results it is able to achieve. "It has been our experience," he reveals, "that stations go all out to cooperate in urgent situations. This cooperative spirit and willingness to work closely with our client's local people has served to increase our regard for the radio medium."

Besides promoting individual flights with announcements and the "traffic hour" newcasts, Delta also uses spot announcement schedules on 25 stations in 11 cities to help launch new flight services. The agency reports that the sound medium has proved "highly effective for Delta outside the country, too, in Havana and Caracas."

Delta relies on the local announcers to air last-minute messages but prefers pre-produced commercials for its news shows and scheduled spots.

"We have found," says Delta's Mr. Bounds, "that the local announcer cannot do a dramatization job on a 30-second to one-minute spot nearly as effectively as an electro-transcription."

Delta prefers to cut commercials in advance to fully utilize the dramatic qualities of sound effects, bringing in the roar of motors, airport announcements and other sounds. "It helps the station and it helps the advertiser if the commercials are prepared in advance," says Mr. Bounds.

Prefer Transcriptions

Because of its preference for precut and well-produced transcriptions the Delta people have learned how important a properly produced commercial can be—and how important a properly trained agency team can be to that commercial.

"The increasing importance of radio merits the assignment of the agency's top creative talent," Mr. Bounds asserts.

"We feel," he says, "that it is more

Edwin H. Bishop, Miami sales mgr.

George E. Bounds, advertising dir.

The first of Delta's 18-passenger plane jet fleet is scheduled to go into regular service in early 1958, and radio will have an increasingly large part introducing them.

important now than ever before for advertising agencies to concentrate on improving the caliber of their personnel—especially those who write and produce broadcasting scripts. The agencies should spend more," he adds, "to do a better job of merchandising."

In addition to electro-transcriptions, Delta also places great emphasis on the value of the spoken word by the local announcer, who relays last-minute changes in flight schedules. Mr. Bounds points to a campaign in the Miami area as recent proof of what he calls radio's "saturation, timeliness and flexibility."

A series of messages was broadcast to the greater Miami area announcing the addition of nine extra flights to Chicago to handle post-Easter vacation travelers. The flights were scheduled for Saturday and Sunday, April 12 to 13.

"On Monday morning, April 7, T. M. Miller, Delta's traffic and sales assistant vice president, telephoned to discuss a campaign for promoting these flights," relates Edwin H. Bishop, the airline's district sales manager in Miami.

"To draw maximum attention in the fastest possible time, we agreed on immediate conversion of the spots being broadcast by five greater Miami stations to some hard-sell copy concentrating entirely on the promotion of the extra sections—using the theme, 'Seats immediately available this weekend.'

New Copy Furnished

"George Baily of Burke Dowling Adams was informed of our plans," Mr. Bishop continues. "He immediately furnished new copy to all radio stations involved. The stations accomplished the conversion to the new copy in less than half an hour after the suggested campaign got under way. The concentration continued through Friday the 11th."

Before this promotion, Delta states, it had never been able to pin down its results from radio advertising in Miami. By the end of the special campaign, however, the airline could point to record totals, including a one-day high of 1,306 passengers who enplaned at Miami on April 13.

"This short-notice, concentrated campaign gave us an opportunity to observe the results of hard selling by radio," declares Mr. Bounds. "Radio's adaptability to special situations proved itself in this instance."

As an added dividend, Mr. Bishop reports, traffic from Miami to all points on the Delta system increased markedly during the period imme-

diately following the broadcasts.

Mr. Bounds adds that the agency and advertiser attribute much of Delta's recent success in the Miami area to "the splendid cooperation and promotional follow-up of stations WVCG, WINZ, WQAM, WCKR and WGBS."

Mr. Adams calls flexibility one of radio's greatest strengths and cites the Miami area promotion as an outstanding example. "In special situations like that," he says, "we can be on the air in a matter of hours with a new sales pitch by merely phoning the copy to the station.

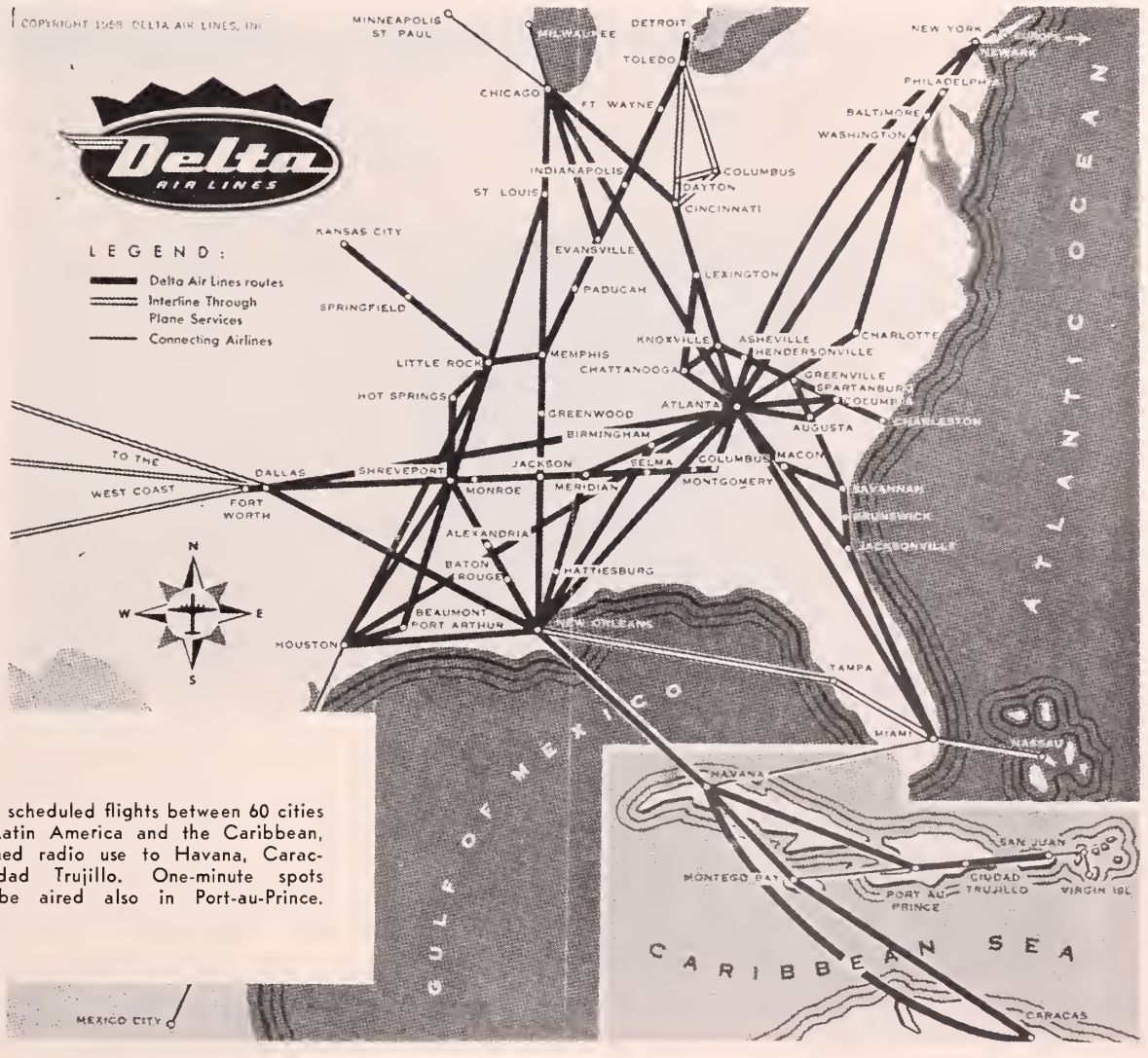
"In Miami, radio filled the bill. We were able to achieve saturation coverage, frequency of impression, impact and excitement at an economical cost."

The Jet Age

Delta is now looking forward to the age of jet transportation. The airline states it has ordered 18 jet passenger planes which, it says, will be added to its present $50-million fleet in early 1959. And Delta's jet-age advertising plans call for more radio than even before.

"We feel that in the future we can look to radio to reach additional markets," Mr. Bounds predicts, "and we feel we have an assurance of what radio can and will do. We are looking forward to a period when we can acheve a saturation point in radio in many cities."

Mr. Bounds indicates that since the Miami blitz campaign, no reconfirmation of radio's pulling power is necessary. • • •



Delta operates scheduled flights between 60 cities in the U.S., Latin America and the Caribbean, and has extened radio use to Havana, Caracas and Ciudad Trujillo. One-minute spots will shortly be aired also in Port-au-Prince.

At a luncheon honoring him as "the father of radio," Dr. Lee De Forest (left) chats with A. Prose Walker, NAB engrng. mgr.

NAB Meeting

Miss Dinah Shore is escorted to luncheon by Harold E. Fellows, NAB president. She was honored for her many contributions to radio and television.

From a radio man's point of view, the NAB convention at Los Angeles produced the most sound in years.

There was ample evidence of radio's thrust into the main strata of media ranking. And, at the same time, it was shown that if radio is to maintain this momentum, the job of building for the future is just beginning.

Observed from the mike side, these are the highlights:

- A new sales presentation by Radio Advertising Bureau showed that in the individual market of the future 83.9 percent of the bedrooms will be equipped with radio sets, 70.8 percent of the kitchens, 36 percent of the living rooms and practically all of the automobiles.
- In addition to bringing about a 26.5 percent increase in national spot in 1957 over 1956, the representative has been expanding his services. Frank Headley, president

Dr. Frank Stanton, president of CBS (left), receives NAB Keynote Award from President Harold E. Fellows. In accepting, Dr. Stanton called on broadcasters to bear the burden of keeping Americans informed with clarity.

Is Radio Active

of Station Representatives Association and H-R Representatives Inc., declared that 10 years ago 80 percent of station representative personnel were salesmen compared with only 40 percent today. The current spot salesman is backed up be a team that performs research, promotion and other functions.

- Matthew J. Culligan, vice president in charge of NBC Radio, conceded that network radio had hit the bottom, but that it is now "a comeback story in the very best tradition." He speculated that by 1960 there will be 4,000 radio stations and conjectured that of these about 750 will be network affiliates who will become the "Tiffanies" of radio, bringing world-wide and national news and events.
- Leaders from broadcasting, advertising and government stressed radio's role to inform and to interpret.
- Fm justifiably occupied the largest share of the spotlight in its history. The Fm Development Association took a big step forward in promoting the sale of fm, the medium. And a panel session by fm broadcasters traced the recent growth and thorny problems of the medium.

The presentation by RAB was an informal one, presided over by Kevin B. Sweeney, president, and Jack Hardesty, vice president and general manager. They unveiled new research studies on the dominance of radio in tomorrow's market. Mr. Sweeney stated that radio will be the only way the medium-sized advertiser will be able to dominate this future market. Among the principal points in the presentation is that radio is strategic in both the time and place people listen. The sound medium has the "last word" before many shoppers enter the store. This argument was backed up by a study that showed that 34.6 percent of all people purchasing grocery products were exposed to radio the closest to the point of purchase. Radio is a medium with the power of recommendation. A study revealed by RAB stated that 90.5 percent of listeners have a favorite personality and 69.2 percent will buy a product or service on a personality's recommendation.

Mr. Sweeney also reported that at least 1,000 national and regional advertisers used spot or network radio during the first quarter of 1958. More than 75 percent of the top 100 advertisers were in radio during this time, he declared. These facts are part of a new series of quarterly reports on spot and network advertisers RAB is issuing to its members.

A breakdown of advertiser use of radio in the first 90 days of this year was provided by RAB: 760 advertisers used spot only, 133 used network only and 97 used both spot and network.

The top five national spot advertisers during the first quarter were:

American Tobacco Co., Ford Motor Co., General Foods, Lever Bros. and R. J. Reynolds Tobacco Co.

The five top network users were: Bristol-Myers Co., Colgate-Palmolive Co., Ford Motor Co., Grove Laboratories and Lever Bros.

RAB also revealed that it will spend $950,000 this year. About 55 percent of this will be on research and promotion, 28 percent on sales and 17 percent on member service.

The growth of spot radio and the resulting increase in services by representative firms was outlined by Mr. Headley. He noted that today there are about 55 independent national representatives that maintain more than 300 offices and employ more than 2,000 people, of whom more than 800 are salesmen. Representatives, Mr. Headley said, have "grown in size, depth and complexity." In addition to selling, the corollary functions of today's representative, listed by Mr. Headley, are "advertising, publicity and programming."

Marion Harper Jr., president of McCann-Erickson, tells the convention that broadcasting has an important job in combatting the recession and vindicating basic democratic premises.

The case for network radio was taken up by Mr. Culligan following the spot presentation by Mr. Headley. After tracing the factors that led to network radio's decline to the bottom in 1956, Mr. Culligan said the comeback was made in the face of "great odds."

Station Clearances

As evidence of this comeback at NBC Radio, he cited these developments: Station clearances have improved to the point where the pricing level of the network has been raised from 75 percent of the network's dollar value to 85 percent. (In fact, at the beginning of May, NBC Radio issued a new rate card based on this increase.) Station compensation payments to affiliates in 1958 will be two-and-a-half times the amount paid in 1956, he said. The percentage of dollars paid to stations out of network billings (less only agency commission) has increased 45 percent since 1956, Mr. Culligan declared.

He also advanced three factors that have led to network radio's comeback. Affiliate support, noting the improvement in station clearances; advertisers and agencies, pointing out the increasing number of new advertisers (121), and the support of government and industry statesmen.

Messrs. Culligan and Headley were preceded on the panel by F. C. Sowell, vice president of WLAC Nashville, Tenn., who stated that there is a radio station for every 43,000 people in the U.S. Mr. Sowell declared that "in the final analysis it is the station that tries honestly and intelligently to fill both the needs and wishes of its audience that will receive the highest accolades of the people whom it serves."

Merrill Lindsay of WSOY-AM-FM Decatur, Ill., chairman of NAB's Radio Board, noted the "prodigious" work NAB has performed this past year on behalf of its radio membership. He stated that am membership has increased five percent in the past year to "an all-time high." Mr. Lindsay expressed particular enthusiasm that the number of fm members had jumped from 328 to 340.

Leaders from broadcasting, advertising and government underscored the role of broadcasting as public informants in a world of crisis. Dr. Frank Stanton, president of the Columbia Broadcasting System and winner of the 1958 Keynote Award, warned of the dangers in "the falling off of an aroused, interested, alert people once the initial shock of the discovery of new realities lapses." In the age of outer space, he said, "we cannot afford such a lapse."

Marion Harper Jr., president, McCann-Erickson, New York, emphasized the importance of the broadcasting industry in "the immediate need to combat a recession and the long-term need to vindicate the basic premises of democracy in the face of increasingly dangerous threats."

Broadcasters Reproached

John C. Doerfer, chairman, Federal Communications Commission, admonished broadcasters to look upon the industry as an institution with a higher purpose than money making alone. "If broadcasting is regarded solely as an opportunity to make money," he warned, "the federal government . . . will eventually either impose stricter regulations or may even make a move for outright re-entry."

All three spokesmen praised the broadcasting industry for its work as a news media, but, they pointed out, there is today a crying need for even wider coverage and more thoughtful commentary.

Dr. Stanton asserted that in his opinion the proper use of radio and television are absolutely essential to the preservation of a free America. "The chilling facts of the Soviet launchings—with all their sobering implications of Russia's progress on intercontinental ballistic missiles — spell out the dimensions of the problem and the dangers that face us as a nation and the whole Western world. Meanwhile, we are caught in the historic dilemma of a democracy: how to get enough action fast enough. Not to react to disaster but to prevent disaster.

Industry's Burden

"It seems to me that there is only one way it can be done, and that we in the industry bear the brunt of the burden—whether we like it or not—to insure its achievement. Sputnik I demonstrated that given information promptly, authoritatively, compellingly, the American people will mobilize swifty, not just to approve governmental action, but to demand it.

"We now face the duty," Dr. Stanton declared, "to get before the American people a continuing report of what is going on both here and abroad; we must exert ourselves as never before to report with thoroughness and clarity; and we must make sure that we do the job so well that there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

He emphasized that such a job requires utmost effort and cooperation by networks which have physical and economic access to personalities and world-wide events, as well as independent stations, which must extend into terms of community reference "the great issues and problems that confront us as a nation."

Chairman Doerfer reproved the broadcasting industry for failing to add a new dimension to its information services in the form of sufficient and intelligent editorializing. "Despite the accomplishment of broadcasters in furthering the art of entertainment and, to a limited extent, the presentation of news and discussion programs, the broadcasters have not yet approached their potential in developing the art of commenting on the news or local problems. They should.

"Having fought and won the battle for the right to editorialize, the broadcasters have failed to follow up this conquest, at least to the extent expected by the Commission," he said.

"A recent survey indicates that only about five percent of the local radio stations editorialize on a daily basis and that about 35 percent do so on an occasional basis."

Chairman Doerfer stated the most often expressed fears of broadcasters to editorialize are offending sponsors, the public and public officials. He pointed out that editorializing in newspapers has not seemed to hurt circulation or advertising revenue and that the FCC encourages broadcasters to editorialize. Congress, he said, is bound to uphold freedom of speech, for the broadcaster as well as the journalist.

Reasonable Care

"It is true that a broadcaster must use reasonable care to be fair and has an affirmative obligation to ensure the presentation of conflicting views by responsible elements in a community. . . . If he uses reasonable diligence and establishes an overall pattern of fairness, he will have little to fear from any public official on any level."

One of the most salient issues requiring high quality reporting and editorializing, in the opinion of Mr. Harper, is the current recession.

Mr. Harper, while conceding the task of prosperity could not be accomplished by broadcasting alone, nevertheless pointed out that "one day the impulse to say 'I'll get it,' 'I'll go ahead with it,' 'I'll buy it,' will shout down the impulse that says, 'I'd better wait,' and on that day the recession will be over." It is in the interest of the country and of the broadcaster to hasten that day with tasteful, attractive advertising, he said.

"Offensive advertising in print media will usually produce little more than boredom, but the impact of broadcasting is so immediate that offenses provoke anger," he said. "Prejudice is created not only toward the particular advertising message but toward advertising in general. And there is harm to audience relations, business relations and government relations."

If there ever was a convention in recent years that held out great hope for fm's commercial future, this was it. There were two separate meetings that shed light on the developments in fm. A meeting of fm station operators featured John F. Meagher, radio vice president of

(Cont'd. on p. 54)

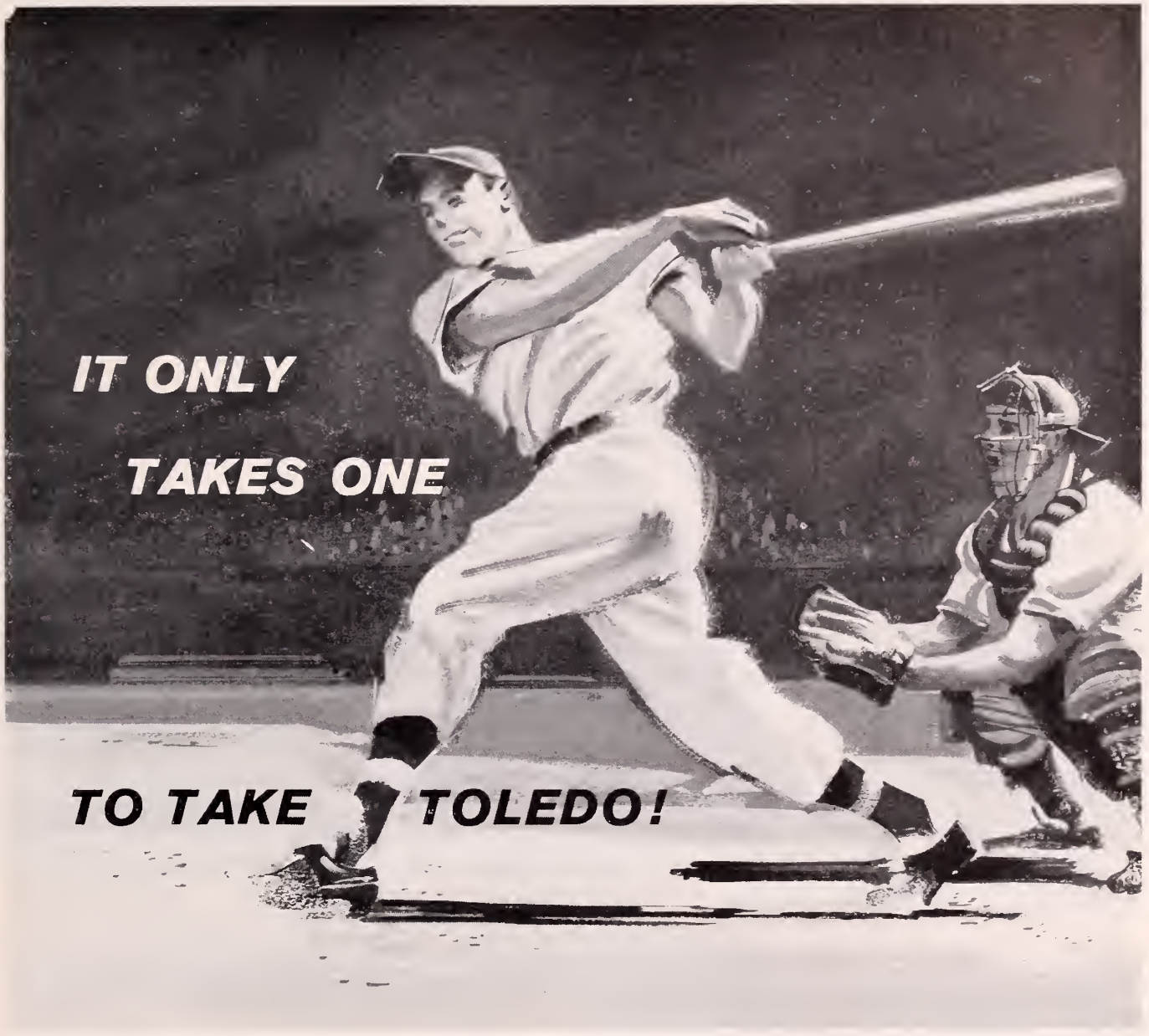
Worth Kramer, general manager of WJR Detroit, and chairman of NAB's committee on radio standards of good practice, displays new symbol for stations subscribing to the code.

Spot Data - 124 Markets

Adam Young Inc. has prepared the following estimates of spot radio volume for 1956 and 1957. These projections are based on an analysis of FCC data as well as the company's knowledge of billing trends in these multiple-station markets.

Market	1956 Spot Volume	1957 Spot Volume	% Increase
Akron	$391,000	$518,000	32
Albany-Schenectady-Troy	1,117,000	1,450,000	30
Albuquerque	260,000	298,000	15
Allentown-Bethlehem	271,000	344,000	27
Altoona	55,000	74,000	35
Amarillo	236,000	272,000	15
Asheville	99,000	113,000	14
Atlanta	1,479,000	1,974,000	33
Augusta, Ga.	102,000	104,000	2
Austin	204,000	259,000	27
Baltimore	1,428,000	1,907,000	34
Baton Rouge	168,000	183,000	9
Beaumont	169,000	183,000	8
Binghamton	116,000	148,000	28
Birmingham	624,000	714,000	14
Boston	3,308,000	4,207,000	27
Buffalo	1,508,000	2,013,000	33
Cedar Rapids	727,000	833,000	15
Charleston, S. C.	138,000	150,000	9
Charleston, W. Va.	220,000	252,000	15
Charlotte	902,000	975,000	8
Chattanooga	183,000	187,000	2
Chicago	9,826,000	12,250,000	25
Cincinnati	2,553,000	2,923,000	14
Cleveland	2,076,000	2,771,000	33
Columbia, S. C.	300,000	381,000	27
Columbus, Ga.	92,000	117,000	27
Columbus, O.	979,000	1,369,000	40
Corpus Christi	252,000	255,000	1
Dallas-Ft. Worth	1,764,000	2,244,000	27
Davenport	289,000	329,000	14
Dayton	376,000	461,000	23
Denver	1,231,000	1,704,000	38
Des Moines	1,357,000	1,467,000	8
Detroit	5,544,000	7,585,000	37
Duluth	215,000	231,000	7
Durham	98,000	118,000	20
El Paso	189,000	265,000	40
Erie	120,000	152,000	27
Evansville	164,000	178,000	9
Flint	306,000	370,000	21
Fort Wayne	435,000	498,000	14
Fresno	484,000	555,000	15
Gadsden	33,000	44,000	33
Grand Rapids	379,000	459,000	21
Green Bay	159,000	202,000	27
Greensboro	140,000	178,000	27
Greenville, S. C.	218,000	250,000	15
Harrisburg	247,000	283,000	15
Hartford	1,195,000	1,445,000	21
Honolulu	421,000	509,000	21
Houston-Galveston	1,527,000	1,850,000	21
Huntington	154,000	167,000	8
Indianapolis	1,111,000	1,412,000	27
Jackson, Miss.	159,000	172,000	8
Jacksonville	285,000	290,000	2
Johnstown	110,000	126,000	15
Kansas City, Mo.	1,864,000	2,442,000	31
Knoxville	268,000	324,000	21
Lexington, Ky.	319,000	405,000	27
Little Rock	214,000	244,000	14
Los Angeles	5,847,000	8,181,000	40
Louisville	1,060,000	1,415,000	33
Lubbock	92,000	100,000	9
Macon	159,000	202,000	27
Madison	237,000	272,000	15
Manchester	95,000	126,000	33
Memphis	965,000	1,166,000	21
Miami	754,000	947,000	27
Milwaukee	1,148,000	1,386,000	21
Minneapolis-St. Paul	2,058,000	2,757,000	34
Mobile	145,000	167,000	15
Montgomery	176,000	190,000	8
Nashville	817,000	936,000	15
New Britain	197,000	111,000	44*
New Haven	277,000	387,000	40
New Orleans	1,112,000	1,487,000	34
New York	18,161,000	22,050,000	21
Norfolk	457,000	638,000	40
Oklahoma City	576,000	660,000	15
Omaha	908,000	1,040,000	15
Orlando	156,000	189,000	21
Peoria	336,000	427,000	27
Philadelphia	5,045,000	6,416,000	27
Phoenix	323,000	492,000	52
Pittsburgh	2,773,000	3,880,000	40
Portland, Me.	260,000	315,000	21
Portland, Ore.	983,000	1,376,000	40
Providence	813,000	1,145,000	41
Pueblo	67,000	85,000	27
Raleigh	619,000	631,000	2
Reading	127,000	154,000	21
Richmond	722,000	825,000	14
Roanoke	173,000	187,000	8
Rochester, N. Y.	776,000	986,000	27
Sacramento	548,000	624,000	14
Saginaw	100,000	128,000	28
Salt Lake City	368,000	400,000	9
San Antonio	1,011,000	1,156,000	14
San Bernardino	149,000	189,000	27
San Diego	683,000	1,086,000	59
San Francisco-Oakland	3,264,000	4,566,000	40
San Jose	90,000	115,000	28
Savannah	170,000	183,000	8
Scranton-Wilkes Barre	405,000	486,000	20
Seattle-Tacoma	1,336,000	1,858,000	39
Shreveport	454,000	472,000	4
Sioux City	79,000	100,000	27
Sioux Falls	99,000	105,000	6
South Bend	159,000	152,000	4*
Spokane	489,000	620,000	27
Springfield, Ill.	111,000	155,000	40
Springfield-Holyoke	238,000	289,000	21
Springfield, Mo.	167,000	191,000	14
Springfield, O.	47,000	59,000	26
St. Louis	2,929,000	4,070,000	39
Stockton	213,000	270,000	27
Syracuse	525,000	699,000	33
Tampa-St. Petersburg	400,000	509,000	27
Toledo	644,000	899,000	40
Topeka	434,000	509,000	17
Tulsa	603,000	690,000	14
Tucson	68,000	87,000	28
Utica-Rome	144,000	167,000	16
Washington	2,180,000	2,775,000	27
Waterbury	59,000	76,000	29
Wheeling-Steubenville	456,000	549,000	20
Wichita Falls	176,000	213,000	21
Wichita	416,000	503,000	21
Wilmington, Del.	184,000	251,000	40
Worcester	410,000	496,000	21
York	112,000	142,000	27
Youngstown	378,000	481,000	27
Total Above Markets	**$119,994,000**	**$152,003,000**	**27**
% U. S. Total	**82.5**	**82.2**	

*Decrease



The solid dominance of WSPD is all it takes to score in Toledo radio. The entire Toledo market looks to SPeeDy as the station with the top programming, personalities, news presentation, and public interest services—and has looked to it for 37 years! Advertisers have found that to reach the Toledo market, they must have the sales power and dependability of WSPD, the radio station that has *more audience at all times* than the next two Toledo stations combined. In planning your campaign, be sure SPeeDy is lead-off in the lineup!

"Famous on the local scene"

WSPD

SPeeDY

NBC RADIO in **TOLEDO**

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N.Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

focus on radio

A Quick Glance At

People, Places And Events

Around Radio-Land

HISTORY REPEATS ITSELF as roaring 1920's come to life at a weekend party jointly hosted by WBZ Boston and WBZA Springfield, Mass., at the Jug End Barn in the Berkshire Mountains. The festivities were shared by station talent, stars of the entertainment and sports world.

"ELEPHANTS NEVER FORGET" a good station promotion. At least, that's what KXOK St. Louis, Mo., executives hope its audience will remember about "The Big Listen." Station had elephant parade down city streets to introduce new 24-hour service. Standing by are (left to right) C. L. Thomas, v. p. and general manager, and Elzey Roberts, president.

CANADIAN RADIO WEEK and model make a perfect team as 148 member stations of the Canadian Broadcasting Corp. urge the public to "Be in the know, buy another radio and listen." Canada's second annual radio promotion coincided with National Radio Month in U. S.

KGO FLIES HIGH over San Francisco's Golden Gate Bridge to broadcast Bay Area traffic conditions. Piloting the "commute-copter" is reporter Bob Day, bringing listeners one of a minimum of 19 traffic reports carried by the station every weekday.

TODD STORZ RECEIVES award from city of New Orleans for his civic contribution. Mayor de Lesseps S. Morrison (right) presents certificate of merit to station owner, who gave up his 1450 frequency and studio facilities to the city's school system for use as an educational station. His own WTIX moved to the 690 frequency.

WSB SPONSORS CLIENT conference in Atlanta, Ga., for southeastern hog farmers. Ralston Purina Co. representatives led discussion. They included (standing left to right): Walter Montgomery, livestock chow sales manager, southern region; Don Peach, assistant advertising manager, St. Louis; Chuck Forbes, radio-tv department, Gardner Advertising Co., St. Louis, and J. B. Pullen, Ralston Purina sales manager, St. Louis.

SAFETY IN SEATTLE is the goal of station KING which is sponsoring a 140-mile safe driving contest from Seattle to Olympia, Wash. Preparing for the contest are (left to right): William G. Johnson, National Safety Council; John Symington, youthful driver. Looking into the hood are Richard Gruber and Bill Blair. Officer Maurice Watson shows disc jockey, Jim French, and KING sports director, Bill O'Mara (far right), what will happen if safety rules are not observed during the contest.

COOPERATION NOT COMPETITION becomes the motto of six Vancouver radio stations during Canadian Radio Week. Getting together with common promotions and jingle announcements, they promoted radio as an advertising and listening medium. Celebrating at a Kiwanis Club meeting: Eileen Laurie, CBU; Bob Hutton, CKNW; Bill Davis, CKWX; Monty McFarland, CFUN; Al Pollard, CKLG, and Billy Brown, CJOR.

WWJ MAKES News with newly-decorated studio in the "world's largest shopping center." Detroit station displays sponsors' products near the stores that sell them. Emerging from this radio advertisers' haven is emcee Bob Maxwell.

Planning a Radio Station?

These versatile plans illustrate how the very latest equipment can be arranged to perform efficiently with a minimum of capital and personnel. Since programming requirements vary, three basic plans, representing three specific categories of operation, are provided.

Plan "A" is for a typical small station and requires a minimum investment. A "combined" studio-transmitter operation contributes to its overall efficiency.

Plan "B," also is for a "combined" operation, but it provides additional facilities to allow for announce booth and other local program material. A typical community station of moderate size, it meets the widest range of applications.

Plan "C," with separate studio and transmitter locations, is functionally designed for big city operation. It highlights the advantages of a spacious two-studio station.

Building layouts, together with a discussion of equipment requirements and current trends, are included in a new Brochure. For your free copy, write to RCA Department F-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA . . . *your first source of help in station planning*

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

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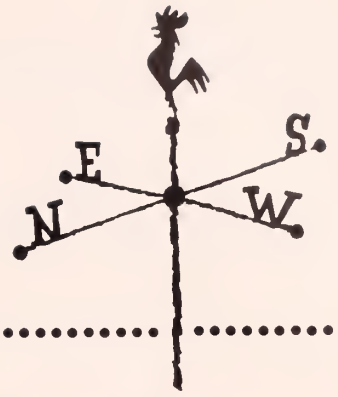
- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



The four local stations in Fort Wayne, Ind., celebrate National Radio Month with a parade featuring radio personalities. Participating in the joint promotion are stations WANE, WKJG, WOWO, WGL.

AMERICA LISTENS AND HEARS:

'Radio Is Close to You'

Local stations across the country

back National Radio Month

with contests, promotions, editorials

The industry's first National Radio Month turned out to be a lusty infant, indeed, whose voice—magnified many times in many places—was heard by advertisers and consumers all over America.

Extended from one week to the entire month of May for the first time this year, the observance was jointly sponsored by the National Association of Broadcasters, the Radio Advertising Bureau, the Electronics Industries Association and the National Appliance Radio-Tv Dealers Association. NAB and RAB sent complete promotion kits to their respective member stations, designed to help spark increased interest in radio from both the general public and the local and national advertiser.

Radio Month was supported by major trade and civic organizations, by congressmen broadcasting to their own constituencies, by set manufacturers and dealers and by many of the country's stations, whose promotions ranged from editorials about radio to a myriad assortment of contests.

The month began with the endorsement of President Eisenhower who saluted radio for its "immediacy and availability. As a channel for public service," the President remarked, "radio contributes much to the American people through programs of news, education and entertainment. The National Association of Broadcasters has adopted a theme

for this month—'Radio is close to you.' I am happy to join with these broadcasters and the radio industry in this annual observance."

In Milwaukee, Wis., WEMP reports that Mayor Frank P. Zeidler issued a statement commending radio for its service to the community and for its ability "more than most methods of communication to satisfy the requirements of the individual."

Radio's value to the individual was highlighted by WGN Chicago, which developed week-to-week variations on the "Radio is close to you" theme. Four seven-day periods featured radio's importance "at home," "on the move," "in the community" and "in all America." WGN also ran a contest inviting listeners to tell why they tune in to radio every day. Station executives and on-the-air personalities contributed their time for a series of speeches and public appearances on radio's role today.

Would-be radio performers and personnel got some on-the-job experience in Detroit where WWJ celebrated National Radio Month with a program called "Voices of Tomorrow." For a week, high school students aiming at a career in radio joined regular station personalities in introducing records, giving commercials and reporting the weather.

In Colorado, Gov. Stephen McNichols signs the proclamation declaring National Radio Month in the presence of (left to right) Bob Dolph, manager, KFTM Ft. Morgan, and Robert Hix, manager, KOA Denver. They are officers of the Colorado Broadcasters & Telecasters Assn.

This elderly couple wins a Zenith radio in the "Why I Like KMOX" contest, conducted during National Radio Month. An average of 3,000 postal cards a day poured into the St. Louis station. Four radios were given away daily.

Efforts Pooled

In at least two midwestern cities, stations pooled their efforts in support of Radio Month. Six Flint, Mich., stations got together to distribute 5,000 posters and 100,000 contest entry blanks throughout the city's trading area. The Flint Radio Broadcasters Association—comprised of WAMM, WBBC, WFDF, WKMF, WMRP and WTAC—simultaneously promoted a contest based on the completion of the statement, "I like radio close to me because . . . ." The winner and his or her entire family will enjoy a free vacation this summer. Also in Flint, more than 500 clubs and organizations were expected to hold special meetings in honor of radio.

In Cleveland, O., seven stations cooperated in a campaign to collect radio sets for shut-ins. In conjunction with the Cleveland Welfare Federation, stations WSRS, WGAR, WERE, KYW, WJW, WHK and WDOK asked listeners to bring old or unwanted radios to a special depot in downtown Cleveland from which a round-robin remote was being broadcast.

Giving away radios was one of the most popular promotions of the month, with many stations devising contests for which free radios provided the incentives. The Balaban stations, WIL St. Louis, Mo., and WRIT Milwaukee, gave away a Zenith radio every hour of the day throughout the month. Whenever the gift announcement came during a personality program, it was preceded by a special Radio Month jingle.

KMOX St. Louis asked listeners to write in two sentences why they liked KMOX radio and presented the winners with sets each day between May 2 and May 31.

Also giving away a radio each day during Radio Month was KRIO McAllen, Tex., which conducted a contest on the theme "What Radio means to me." KRIO bought out a local drive-in theater for one evening, during which all patrons were admitted free with the station's compliments.

Contests featuring free radios were held by WCUE Akron, O., and KFJB Marshalltown, Ia. In Akron, listeners were asked to nominate the youngest, oldest and mothers of most children as a radio tie-in with Mother's Day. In Marshalltown, KFJB dressed a store window with recording tape, pictures of the staff, listeners' letters and station commendation certificates. The person correctly guessing the number of inches of tape won the radio.

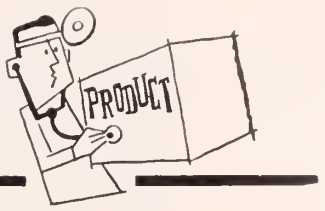
Also appealing to the distaff side is a contest held by WCBS New York to select the "most attractive single female employee working in a recognized advertising agency within the station's listening area." The lucky lady won the title of Miss New York Radio, plus a $1,000 wardrobe.

On a more serious note, WIS Columbia, S. C., chose Radio Month to inaugurate an editorial policy on important local events, which will become a regular part of the station's format. WJTN Jamestown, N. Y., already editorializing, devoted two of its opinion programs to the subject of Radio Month itself.

Perhaps one of the best indications of National Radio Month's success this year comes from NAB, which reports that KXO El Centro, Calif., is already making plans for 1959's promotion. • • •

HOMETOWN U.S.A.

commercial clinic



Coca-Cola Blends National And Local Radio Themes Through McCann-Erickson

How to achieve coordinated advertising on both the national and local level is an ever-present challenge confronting the Coca-Cola Co., its 1,100 bottlers across the country and its agency, McCann-Erickson Inc., New York.

In its radio commercials Coca-Cola's own integration problem arises from a dual need for copy that contains both a uniform selling theme and a solution to the local bottler's particular sales problem.

James N. Harvey, copy group head, McCann-Erickson, describes the parent firm's relation to its bottlers as "a loose franchise binding the Coca-Cola Co. to supply syrup to bottlers who must merchandise the end product in their own market place." Each bottler, for example, buys his own local radio time.

The agency enters the picture on the local level through its field men who service the bottlers in their own areas and convey to the agency's New York or Atlanta office the specific needs to be met by the radio copy.

"This must be done," Mr. Harvey says, "without sacrificing a national theme which must predominate throughout the country during a given campaign."

In this connection, McCann-Erickson has developed a production technique which is geared to take advantage of radio's "flexibility" and unite the national and local advertising facets.

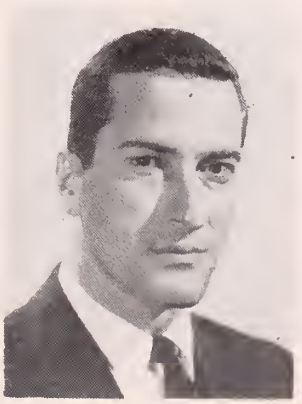
One of the current commercial campaigns features the running theme that "Anytime is a good time for the good taste of Coke." Depending on the bottler's individual preference he may request in addition, or instead, the following variations on that theme: snack time, driving time, lunch time, dinner time—all of which are "Coke time," and are backed by the same jingle tune.

These commercials may also be had in lengths of 10, 20, 30, or 60 seconds, again depending on the bottler's choice.

Within the framework of the central theme, there is a break in the music, varying with the overall length of the commerical, that may be utilized by the bottler to insert his own message. If there is, for example, a special on Coke at the local food store the bottler may advertise it without losing the advantage of national production. According to Mr. Harvey, the bottler sometimes chooses to use a local announcer and on other occasions asks the agency to produce the insert. This, he says, can be done on about three to four days' notice.

In addition to these variations, the bottler may take his choice of several musical arrangements of the same jingle. These include tempos such as rock 'n roll, polka, dixieland, Latin and a multi-guitar track.

Another variation on the "Anytime" theme involves a change in the bridge lyric to promote a particular bottle size. Coca-Cola is now available in three bottle sizes, regular, king size and family size. All bottlers have the regular, some have regular and family, most have regular and king, and a few have all three. This twist helps the bottler to emphasize his package news within the musical production portion of this commercial. Naturally, the live announcer insert ties in with this angle as well as with the occasion concept.



James N. Harvey, copy group head of McCann-Erickson Inc.

For example, "Anytime's a good time for the good taste of Coke, the best of all refreshment buys is Coca-Cola in family size, Anytime's a good time for the good taste of Coke, etc."

Seasonal Promotions

Still another variation on the "Anytime" theme enables the bottler to give special support to seasonal promotions, e.g., "holiday time" and "hot weather time."

"This campaign succeeds, "Mr. Harvey says, "in utilizing both radio's flexibility and its repetitiveness of the single theme. It develops an envelope for a product which wraps around the presentation of a particular sales effort (the local insert.)"

Mr. Harvey believes that the lessons learned by Coca-Cola and its agency over the years may be applied strictly on the local level.

"If Jones' Hardware store needs a new radio campaign, it should develop an overall theme stating why it is good business to buy there. Whatever products are being plugged at various times should support this main thread."

Mr. Harvey also recommends the development of a catchy musical tune that identifies the store and also makes the commercial "palatable" to the listener. • • •

HOMETOWN U.S.A.

station log

Editorials, Promotions and Meetings Occupy Local Broadcasters' Interest

Spring was a season of editorializing—for a business upturn, for public awareness and understanding of local issues, for public safety. It also was filled with the usual amount of imaginative promotions and several industry gatherings.

• An intensive editorial campaign by WPTR Albany, N.Y., was credited by the local National Federation of Federal Employees' group as having saved the jobs of 1,000 workers at the Scotia Naval Supply Depot. When the depot faced a shutdown, the station's daily series of one-minute editorials won popular and, eventually, congressional support for its contention that the base was badly needed in the area. Local 907 of the employees union wrote to WPTR, the station reports, that the campaign proved "the impact and power of radio in contrast to the printed word as a medium of communication."

• In the face of a possibly explosive situation when a police brutality charge was made by the NAACP after the shooting of a 14-year-old boy, WSAI-AM-FM Cincinnati, O., was cited by a local newspaper as having made "a commendable service to better public understanding." WSAI-AM aired editorials protesting a closed-door hearing of the charges, helping to defeat the secret sessions. The hearings were carried in full, without comment, by WSAI-FM and highlights were broadcast on the am outlet at peak listening times.

• KMOX St. Louis, Mo., was cited by the Air Force and given a National Safety Council Public Interest Award for "exceptional service to public safety" through its "Operation Weather Alert" program. Now in wide use, the program involves the use of CONELRAD attention signals to warn the public of any severe weather emergencies.

• In a season of annual meetings some of the major themes were: The "Resources and Resourcefulness" of the American Women in Radio & Tv, who met April 21 to 27 in San Francisco, Calif.; the "confidence in a growing America" of the Connecticut Broadcasters Association, which met at Cheshire, Conn., May 23; the accent on news, sales and promotion by the Iowa Broadcasters Association, which met May 22 to 23 at the University of Iowa, Iowa City; and the "what's new in radio" topic of the Kentucky Broadcaster Association, which met May 28 to 29 in Louisville.

• The Associated Independent Metropolitan Stations, with representatives of 16 of its 24 members in attendance, wound up its Seattle, Wash., convention May 2 to 5 on an optimistic note. Billings for the stations were reported increasing. Also, a survey of AIMS stations indicated that 40 percent of them editorialize on the air.

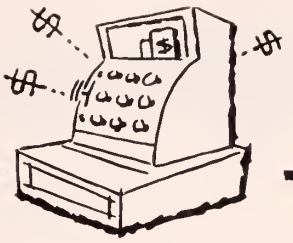
• WABC New York is going into its fourth month of letting the listeners choose what records will be played. Called "Operation 60,000," the promotion employs the services of Teen-Age Survey Inc., New York, to poll 60,000 persons each week on their all-time favorite songs and their current popular favorites, WABC states. Most of the persons polled are adults, with only about 20 percent in the teenage group. The station says it has followed up the interviews with a "Platterpicker" Club, and contests.

• Standard Radio Transcription Services Inc., Chicago, announces it is offering to stations what it calls a "Musi-'Que' Spot Library"—containing 1,600 musical cues for jingles, station ID's, weather and time spots. • • •

WKMI Kalamazoo, Mich., presented this display at the Kalamazoo Free Home Show. According to the station, the WKMI area attracted 125,000 persons in a five-day period and showed various phases of radio station operation.

A concept of programming encouraging "listen with both ears" is discussed by Tim Elliot (fourth from left), president of the Elliot Stations, Jean Elliot (seated), and WCUE Akron, O., and WICE Providence, R. I., officials.

radio registers



DEPARTMENT STORE

Miller's Department Store used a total of 80 spot announcements over KITN Olympia, Wash., for a sale of women's dresses at $2.99 and men's suits at $29. After 35 one-minute announcements on the first day, a total of 78 dresses and 12 men's suits had been sold. In three days the store sold 178 dresses and 27 suits. KITN was the only medium used. The store then purchased a continuous schedule for the rest of the year of not less than 130 spots per month and as many as 330 spots for the high month of December.

APPLIANCE SERVICE

Krecklow's Appliance Service Co. of Bakersfield, Calif., conducted a one-day campaign over KAFY stressing the local nature of the store. The one-day schedule, at a cost of $100, brought seven calls for service the first day, three the next day, 15 by the end of the week. Calls were mostly from new customers.

AUTO PARTS

Lamb Distributing Co. of Dallas, Tex., placed a four-week campaign over WRR to sell Wynn's Friction Proofing for automobiles with automatic transmissions. The schedule cost $584 and called for four one-minute spots per day, five days per week. After the first week, the client had sold more of this product in Dallas alone than had ever been sold in a one-month period in his entire territory of 140 counties.

MOVIE THEATER

Schine Circuit Inc. contracted with WENT Gloversville, N.Y., for a three-day saturation spot campaign to boost the box office for the Glove Theater showing of Raintree County. WENT announcers were given a preview screening of the movie. The short campaign, costing $60, resulted in the largest weekend attendance at the theater in three years—and a decision by the theater chain to promote other pictures in the same manner.

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

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U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

RANKS 11th

IN THE NATION

in per family income
($7,339.00)

Source: 1957 Survey
of Buying Power

COLUMBUS GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL

AM
FM
TV

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL

AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

report from RAB

Fast-stepping Transistor To Further Radio's Role As Constant Companion

Radio's major move in the next few years will be to dominate "waiting time," just as it is dominating "in transit" time in most cities now, according to Kevin B. Sweeney, president, Radio Advertising Bureau. In a recent address, Mr. Sweeney predicted that the pocket transistor will soon make it possible for people to carry radio with them wherever they go.

Transistors have already revolutionized the electronics industry in just six years, almost tripling sales and production figures of two years ago, RAB states. Although they are used in everything from computers to toys, half of them go into entertainment equipment, mainly personal portable sets and car radios.

The public demand for pint-size radios has reached such proportions, RAB says, that radio—even more than was imagined—is becoming a constant companion. Figures from the Electronic Industries Association on transistor sales bear this out.

More Than Double

In 1957, transistor factory sales were 28,738,000, more than double the previous year's figure. (See story, p. 19).

Since the market is just being scratched, a great many concerns are producing transistors. Every giant electronics manufacturer in the U. S. is turning them out. Scores more smaller plants have entered the field. Even Japan is getting into the act. One Japanese manufacturer says that 500,000 transistors are being turned out monthly and by the end of the year this will jump to one million. A substantial part of Japanese production is earmarked for this country, RAB reports.

Portable radio sales in the U. S. increased 12.6 percent in 1957 over 1956. The total in use today: 8.5 million. The principal reason for the upswing is that manufacturers are licking one of the major production problems: the price of the transistor. The first transistorized radios to hit the market carried stiff prices, in the $90-and-over range. Now they are selling from $20 to $40 less. The Japanese sets retail between $34.95 and $39.95.

Because of these reductions in prices, more persons will be able to afford them. And, as RAB's Mr. Sweeney points out, these sets will not replace old sets. Because of their movability and adaptability transistor sets will create new places to listen.

On Bikes, Too

Evidence of radio's going where it never went before crops up constantly. Transistors permit radios to be placed on bikes. One car manufacturer already has an all-transistor radio which operates as an auto radio and as a portable, too. It can be carried in a man's overcoat pocket or a lady's handbag. Speaking of handbags, RAB says a Chicago retailer claims a transistor combination radio-purse makes an excellent gift item.

RAB reports an example of the transistor's "get-around-ability" in a folder sent out to member stations and advertisers. When most eyes were turned to the White House for the expected announcement about President Eisenhower's willingness to run again, a Congressional subcommittee was holding a routine session. The subcommittee chairman suddenly brought the room to life with a whack of his gavel. "Gentlemen," he cried, "the President has just announced his candidacy for re-election!"

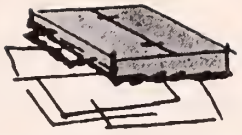
Informant

How did he know?

The answer was later explained in the *Congressional Record*. The representative had been listening to a tiny transistor radio, tucked inside his coat pocket and hooked up with a hearing-aid-type earphone.

The possibilities for transistors are limitless. • • •

report from representatives



Local Needs of National Advertisers Stressed By Broadcast Time Sales; NBC Spot Studies Formats

After a two-week "experiment in sales methods," the general manager of Broadcast Time Sales reports that "agencies and advertisers, far from rejecting new ideas, are particularly alert and receptive to new approaches—in times when it is absolutely necessary to wring the most out of each advertising dollar.

"In our own case," says Carl L. Schuele, "sales are up some 400 percent over last year at this time and I credit this increase to the creation of new advertising ideas and concepts of selling."

The plan with which Broadcast Time Sales is experimenting is to have a representative, who is familiar with the problems of selling national advertising, spend an entire month with the station. His job is to familiarize the station with the techniques of selling the national advertiser and to show management how it can solicit the cooperation of the district sales manager of a national company, even to the point of getting a written recommendation,

The sales effort just completed resulted in contracts "well over $60,000" for WVNJ Newark, N. J., according to Mr. Schuele. New business for the station came from Ambassador Beer, Plough Inc., Tidewater Oil, Thomas Cook & Sons, Pittsburgh Paints, American Oil Co,. Anco Windshield Wipers, Ford and Abbott's Ice Cream, among others.

"All this in only two weeks," says Mr. Schuele.

Broadcast Time Sales' specialty is selling independent radio exclusively. It now represents 14 radio-only stations. The firm will extend its sales effort plans to more of its represented stations' cities in the near future.

NBC Spot Activity

Spring activity at NBC Spot Sales has included the issuing of an eighth "market data book" and a second "timebuyers opinion panel" questionnaire.

St. Louis is the subject of the data book, a city which ranks ninth in population with 1,932,800—larger than 18 of the states, according to NBC Spot. Figures are given for the area's effective buying income, total retail sales and average weekly wages in the principal industries.

The study also includes lists of the leading department stores, drug and food chains, radio and tv stations, hotels and newspapers in the area.

Market data books previously issued include research on Cleveland, O.; Seattle, Wash.; Washington, D. C.; Miami, Fla.; Louisville, Ky.; Denver, Colo., and Honolulu, T. H.

The second "timebuyers opinon questionnaire" concerns local radio programming and is designed "to find out exactly how timebuyers use radio and what they think of the basic types of local programming on the air today."

Questionnaires have been sent to 1,200 timebuyers in large and small agencies across the country. Radio stations were grouped by NBC into three broad categories: (1) "Top 40" stations. (2) standard music and news stations featuring standard as well as current popular tunes, and (3) "varied programming" stations which carry interviews and serial dramas as well as music and news.

Some of the questions asked are:

- In buying spot radio schedules, can you take time to consider the format of a program as well as its rating?
- How important to the sales effectiveness of a commercial is the personal salesmanship of a radio personality?
- Every station has a certain profile or status within its market. What kind of information would you like to have in order to get "the feel" of a station in its market?
- Some stations present news essentially the way it comes over the wire; other stations often rewrite it, with amplifying commentary, or supplement the wire news with their own news-gathering facilities. From the standpoint of commercial effectiveness, do you think there is any difference between these methods and, if so, which is preferable?

The first timebuyer survey on the use of broadcast ratings brought 326 replies (*Radio Ratings,* April 1958.). • • •

NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

Potato chips, soup, soap, lingerie and beer—just a tiny sample of the hundreds of things that are suggested to KFAL listeners daily by our more than 150 advertisers in nearly as many lines of business; not to mention services that remind folks of things to do, and where to get them done.

Thousands of listeners write to us every year—unsolicited letters commend KFAL PROGRAMS and PERSONALITIES, thank us for bringing them "news" about where to buy the things they desire.

Are you represented on KFAL today?

Contact—INDIE SALES, INC.

or

KFAL RADIO Tel 1400

Fulton Missouri

900 Kilocycles 1000 Watts

report from agencies

Radio Spending Rises More Than 400 Percent at Albert Frank-Guenther Law

Albert Frank-Guenther Law, New York, one of the country's oldest advertising agencies, has increased its radio billings between 100 and 500 percent in the last two years. This notable gain for the air medium has been revealed by Lawrence Butner, timebuyer, New York office, who predicts that his agency will use even more radio in the forseeable future.

Mr. Butner asserts that while overall agency billings have "gone up steadily" during this same period, they have not approached radio's percentage rise.

U. S. RADIO estimates that the agency spent considerably more than $1 million on the sound medium last year. According to Mr. Butner, 70 percent of AF-GL's broadcast expenditures are currently in radio.

Radio's Economy

He attributes this high proportion to radio's economy and also to the fact that his agency has many accounts for which radio seems "tailor-made." Brokerage houses, for example, can buy financial newscasts during the dinner hour and reach a selected market without the greater expenditures necessary in other media. Two of AF-GL's largest radio users are Bache & Co. (see U. S. RADIO, March 1958) and Harris Upham & Co., which uses these five-minute programs in major markets.

Mr. Butner points out that in many cases where budget is not a problem, clients are using radio because it best fulfills their advertising requirements.

Kiplinger Washington Editors Inc., publishers of *Changing Times* and *Newsletter*, magazines sold by subscription only, has increased its advertising appropriations regularly for the last several years, Mr. Butner states. "They keep buying more time as funds increase."

The publishing firm buys 15-minute programs on a spot basis in major markets 52 weeks a year and network time on NBC and CBS in 13-week cycles.

Lawrence Butner, timebuyer, AF-GL.

"Several of our clients have been sold on radio because they have seen what it does for our other advertisers," Mr. Butner explains. "We conduct radio test campaigns in certain situations and our clients have generally found them most convincing."

One of the agency's largest radio advertisers is the Home Insurance Co., now utilizing radio for the first time in its history. The firm sponsors the Jack Benny program on the CBS network, with its agents buying local tie-ins featuring the voices of Don Wilson and Mel Blanc.

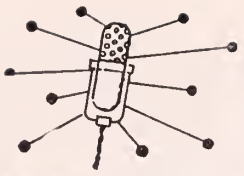
"Radio is about the best bargain in advertising today," Mr. Butner says," and our 20 major clients using the medium report good results in the face of slightly increased rates."

Prentice Hall Publishing Co. uses radio to advertise its new books and reports that it is not only selling well by mail, but that its store business has picked up as well. The firm uses spot, basically, supplemented from time to time by network buys.

Buitoni, another of the agency's principle radio users, is in spot and also buys segments of the Don McNeil *Breakfast Club* on the ABC network. One of the firm's most spectacular radio successes occurred recently in Tucson, Ariz., where Buitoni representatives Moe Beren and Ray Makofske bought 450 radio spots in one day, supported by city-wide point-of-sale displays.

Eighty percent of radio time bought by the agency, which traces its beginnings back to 1872, is handled by the New York office, Mr. Butner says. • • •

report from networks



Nighttime Radio Shows Gains; Network Activity in Billings; Awards Made to CBS, NBC

Further evidence of the comeback of nighttime radio is supplied in Nielsen figures which estimate that more than 18 million in and out-of-home listeners were tuned to CBS Radio's broadcast of the Robinson-Basilio world middleweight title fight.

According to Nielsen, more than 7,750,0000 families were reached although the fight did not go on until 11 p.m. Eastern time.

On the business side, CBS has contracted for more than $2,350,000, including a half-million dollar renewal by Standard Brands. Other advertisers signed include Glamorene, Scott Paper Co., Chrysler Corp., Sterling Drug Ltd., Nylonet Corp., Chun King Sales Inc., American Home Products Corp., GMC Truck & Coach Division, Clairol Inc., Beech-Nut Life Savers Inc., Ex-Lax Inc., Hearst Publications. Also Grove Laboratories Inc. for No-Doz, has virtually doubled last year's business on the network, according to John Karol, vice president in charge of network sales.

ABC Radio Billings

John H. White, new director of national sales of ABC Radio, has announced the signing of $1.5 million in new and renewed business.

The advertisers include Ex-Lax Inc., GMC Truck & Coach Division, Kitchen Art Foods Inc., Miller Brewing Co., Clairol Inc., Glamorene Inc., Jell-O Division of General Foods Corp., Niagara Manufacturing & Distributing Co., Christian Reformed Church, Gospel Broadcasting Association and The Savings & Loan Foundation.

ABC also reveals that the ten 1958 Notre Dame football games will be broadcast this fall exclusively each Saturday. Sponsors will be the Pontiac Division of General Motors; announcers, Harry Wismer and Joe Boland.

Network Comeback

"Any American businessman now concerned about the recession in general or the effect on his business in particular should be heartened by the symbol of the comeback of network radio," Matthew J. Culligan told undergraduate members of the Yale Broadcasting Co. of Yale University.

"It took its beating," Mr. Culligan declared, "reshaped its service, hammered the fat out of its operation, repriced itself and now again has found a place in the media living room."

In other NBC news, the $4 million WRC Washington, D.C., radio and tv facilities were formally dedicated by President Eisenhower at ceremonies on May 22 attended by 400 distinguished guests. They included leaders of all branches of the federal government, representatives of the communications industry and civic and business officials from the Washington area.

Brig. Gen. David Sarnoff introduced the President. Other broadcasting officials taking part were John L. Burns, RCA president, and Carleton D. Smith, NBC vice president and general manager of WRC-AM-FM-TV.

New business announced by NBC includes contracts from General Foods Corp. for Jell-O, Cool Ray Sun Glasses, Simmon Co. and Grove Laboratories for Fitch Shampoo.

Ohio State Awards

Five network programs were honored by the Institute for Education by Radio-Tv of Ohio State University at the 22nd American Exhibition of Educational Radio & Tv Programs.

CBS was honored for its *Update* public affairs series; the "Galindez-Murphy Case: A Chronicle of Terror," and the network's coverage of the 1957 National Boy Scout Jamboree.

Recognition was voted to NBC for its *Know Your Schools* project carried out in cooperation with the Department of Health, Education and Welfare and *The Eternal Light* produced in association with the Jewish Theological Seminary. • • •

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* *U.S. RADIO*

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

TINY KEY (Cont'd from p. 21)

house Electric, Raytheon, Bulova Watch, Elgin National Watch and Philco. There are a large number of manufacturers who, although not licensed for transistor output, are able to make transistorized products through outside purchase.

The number of companies actually producing radios with transistors is 29. In addition, foreign countries, notably Japan, are active in this market and are exporting sets here.

The price of radios with these new semi-conductors has become more reasonable due to improved production methods. Today, the price ranges from $25 to $100. There are a few models that are cheaper and some that are more expensive.

The price of the transistor itself has undergone price alterations. A transistor that would have cost $21 in 1953 can be purchased today for $1.50. This has come about through the efficiency of mass production. Commercial transistor output has jumped from 1.3 million units in 1954 to about 28.7 million in 1957 (see *Report from RAB*, p. 48).

The industrial revolution being created by this tiny giant is traced to three main advantages. It is small and compact, operates "cold" as opposed to the tremendous heat required in the standard vacuum tube and if produced efficiently and used properly it is expected to last indefinitely. Another major value is that it is comparatively unbreakable.

Advantages Shown

Some of the transistor's advantages can be vividly illustrated. It requires as little as one-millionth of a watt to carry a signal, while a conventional vacuum tube requires at least a full watt of power.

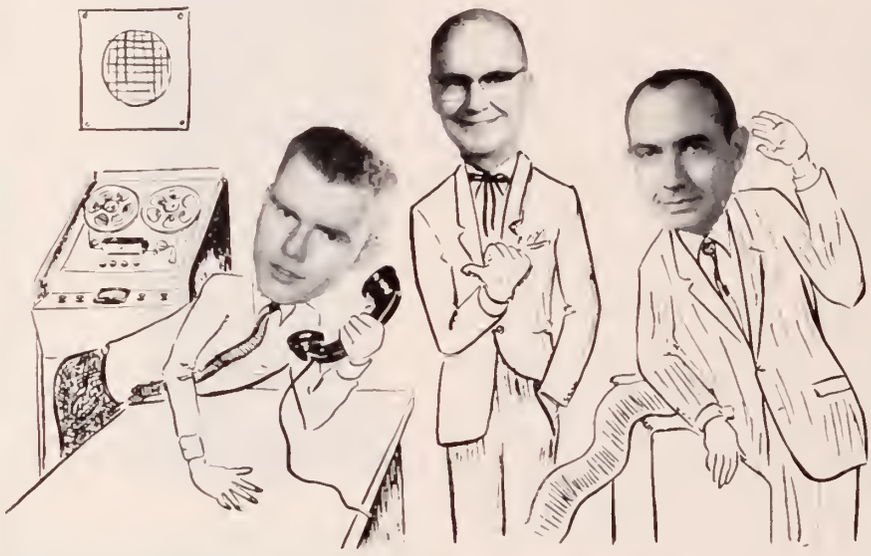
As for size, it is enough to say that this device, smaller than a dime, can do the job of an eight-inch vacuum tube.

The benefits derived from its size are dramatic. Bell Labs in 1957 announced a transistorized computer which even in preliminary models was only about the size of a file cabinet. A similar electronic brain built with vacuum tubes would have required several *rooms* of equipment and air conditioning as well as added complex maintenance problems.

Other Fields

In addition to the radio field, the transistor has vast application. One of the first commercial uses was in hearing aids. In a tribute to Alexander Graham Bell, inventor of the telephone and teacher of the deaf, Bell Labs granted transistor licenses without charge to manufacturers of hearing aids. By the end of 1952, the first over-the-counter sales of transistorized hearing devices had begun.

Since then, commercial transistors have sprouted into a great variety of equipment, ranging from tape re-



PERSON-TO-PERSON
TO IGOR GREGORIAN

The same day Russia launched Sputnik #2, KWFT listeners heard the voice of Igor Gregorian, Russian government official, chatting by telephone from Moscow with Dave Dary, KWFT News Director.

The Cuban revolt . . . the Starkweather killings . . . the Mike Todd crash . . . all were reported BY PHONE FROM THE SPOT, over KWFT.

Alert reporting by Dave Dary and Bill Ritchie . . . backed by AP, UP, and over 50 correspondents . . . makes KWFT's daily newscasts uniquely exciting . . . and puts solid impact behind sponsor commercials!

LEARN MORE . . . about the Southwest's sellingest radio station! Call your H-R man!

Ben Ludy
President & General Manager

LOW FREQUENCY
MAXIMUM CONDUCTIVITY
620 KWFT Call Your H-R Man
620 kc -- Wichita Falls, Texas

HOOPER — PULSE — NIELSEN
KOSI DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO KOBY
REPRESENTED BY PETRY

corders to a duck decoy; from fuel injection systems to instrumentation controls.

The military's use of the transistor is just as widespread. These devices were part of America's first space satellite, "The Explorer." Military application includes such things as communications systems (the wrist-watch radio), power supplies and digital data transmission.

In the medical field, the transistor has produced startling results. For example, a tiny transistor amplifier, weighing less than two ounces, has been designed to "step-up" a heart beat when there is muscular damage.

The versatility of the transistor stems from its rugged construction. The standard tube controls the flow of electricity in a vacuum, while the transistor controls the flow of electricity in a solid—usually a wafer of germanium or silicon.

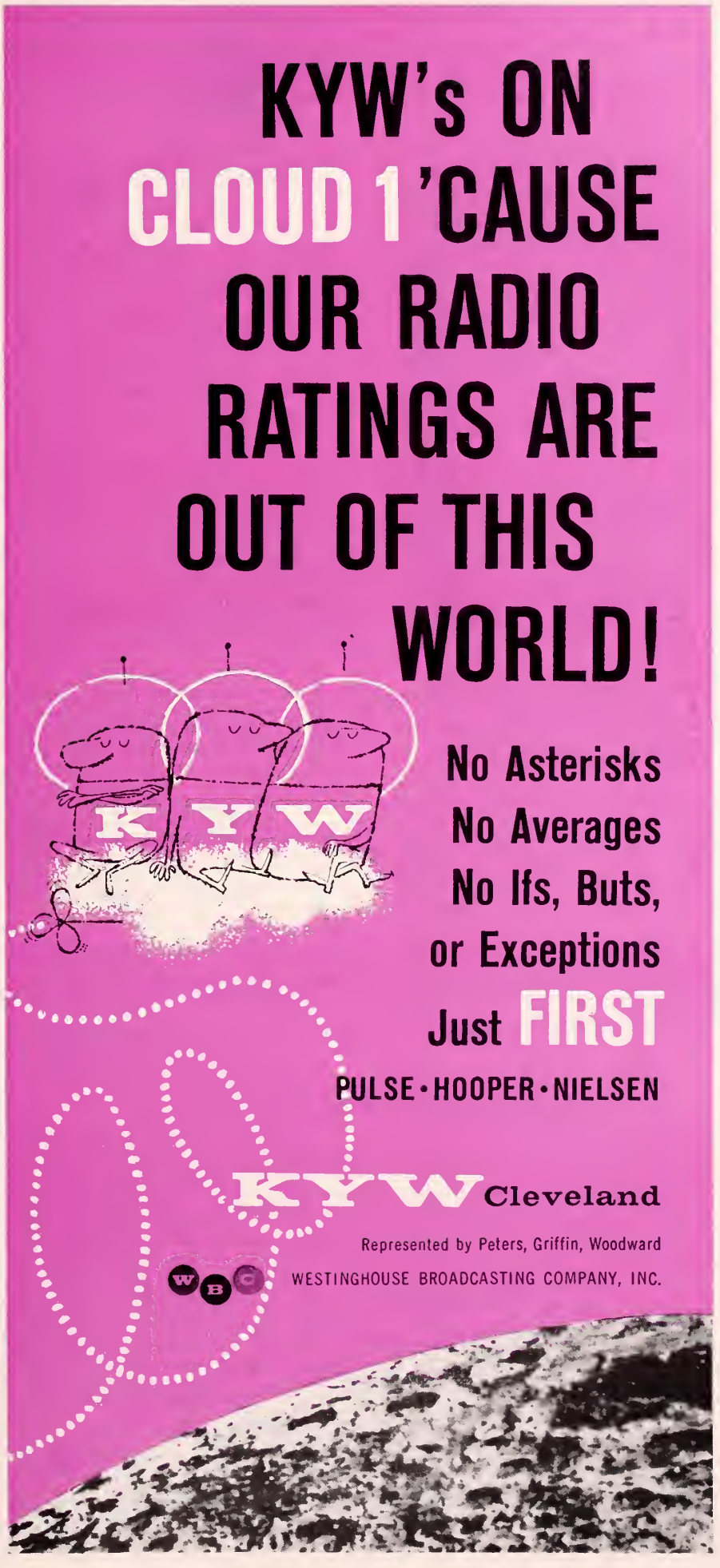
Broadcast Equipment

The transistor's application to the radio field extends beyond receiver sets. The field of broadcast equipment also is being effected. There are now such things as transistorized control panels and an fm transmitter with transistors.

But, as noted above, the largest share of transistor production has been for radio set output. The anticipated factory sales of transistors for 1958 illustrates the point. Of the estimated 65 million transistors that are to be sold by industry in 1958, the breakdown by category is as follows:

- Entertainment field (chiefly radio)—25 million.
- Package or module field (including computer-data processing)—15 million.
- Communications—10 million.
- Military applications—10 million.
- Commercial development, hearing aids, instruments and miscellaneous—five million.

The transistor discovery has launched an industrial revolution. For the field of radio advertising, the transistor is expected to create a media revolution. • • •



CONVENTION (Cont'd from p. 37)

NAB. He outlined the past year's happenings and illustrated fm's growth by showing that the number of stations on the air has risen from 526 to 540. Ben Strouse, president of WWDC-AM-FM Washington, D. C., reported on the increased activity by manufacturers in the output of fm receivers. He also stated that although the development of fm car radios was slow, Lincoln and Continental have fm sets available.

Another fm broadcaster reported that he was able to get a Bendix converter that made fm reception available in his Ford.

Joseph Connolly, vice president of WCAU-AM-FM-TV Philadelphia, Pa., reported on a programming survey for WCAU-FM. Of 500 responses, 57 percent favored good music and 43 percent were in favor of am duplication.

Other ideas that came out of the fm panel were the successful use of programming guides with paid circulation, the importance of stereo broadcasting and an agency man's frank suggestion that fm is making a mistake by not charging more. John M. Ross, Ross-Reisman Co., Los Angeles, said, "The agency man is interested in his 15 percent in addition to doing a good job for the client, and 15 percent of $1 million is a great deal more than 15 percent of $1,000."

The Fm Development Association is planning a national membership campaign to further the promotion of fm. There is an initial fee of $100, with dues of $37.50 a quarter. Jack Kiefer of KMLA (FM) Los Angeles is president.

ASCAP Contract

With the ASCAP contract due to expire December 31, an All-Industry Music Licensing Committee was organized to negotiate a proposed music license contract for radio broadcasters. Members of a nine-man interim committee are: Robert T. Mason, WMRN Marion, O; Ben Strouse, WWDC Washington; Cy Bahakel, WRIS Roanoke, Va.; Hugh Boice, WEMP Milwaukee, Wis.; Les Peard, WBAL Baltimore, Md.; Elliot Sanger, WQXR New York; William S. Morgan Jr., KLIF Dallas, Tex.; Sherwood Tarlow, WHIL Boston, and George Armstrong, WHB Kansas City, Mo. This committee will form the nucleous of a permanent committee, which will be limited to 17 members. The BMI contract also expires March 11, 1959.

National Emergency

The importance of radio in times of national emergency was spotlighted in a session on CONELRAD. A. Prose Walker, manager of NAB's engineering department, outlined two requirements that the Air Force expected CONELRAD to meet: 1) to prevent radio broadcasting signals from helping enemy bombers to navigate to their targets in event of an attack and 2) keep am radio on the air during an attack to disseminate vital information to the public.

As can be seen, the convention produced ample evidence of the vast strides radio made the past year and of the challenges it must accept for continued leadership.

Just as significant the convention showed the many sides of the medium. It is a mover of goods as well as an entertainer. It is a social force that can bind the nation together during times of need. And, finally, radio is friend and informant. • • •

What Is A PULSE Radio Survey?

The PULSE is the trade name given to radio surveys conducted by PULSE, Inc. PULSE, Inc. has been taking radio surveys for seventeen years and is considered the most authoritative radio audience measuring company in the broadcast industry. Proof of this, is the fact that PULSE reports are used by more radio stations than any other method and/or survey company.

Unlike an "independent" survey, PULSE is an authentic, researched method in which the radio audience in a particular city is correctly measured. "Independent" surveys are more often than not surveys taken by radio stations themselves and the coefficient of error is very, very high! Besides that very important fact, radio stations often take these surveys in a method which clearly slants the answer and, of course, could only come out one way. Their way

A PULSE report is usually ordered by a group of stations in a particular city or area. The date of the actual survey is not released to the stations involved but the survey month is usually known. Each subscribing station pays their proportionate part. Part of the cost of a PULSE report is born by (90) ninety of the leading national advertising agencies. Clearly, the advertising agency is interested in knowing the share of radio audience enjoyed by each station, since this report is used as a basic yardstick in determining which station will carry its client's message. Because this is most important, the ninety major advertising agencies subscribe to PULSE for its known reputation and authenticity.

Subscribing radio stations are free to use the final results of a PULSE report to sell local and national accounts. Understand, that whether or not a station subscribes, has no bearing upon the final outcome of a PULSE survey. The radio stations surveyed are not the only subscribers. Agency subscribers paying a share of the report are interested in the exact deposition of the audience too, and that is exactly what they get.

Quote, unquote...

Compliments of a friend

The foregoing quotation speorheads an advertisement by a radio station famous for its quality, integrity, and leadership.

Naturally we are pleased. But the important aspect is that this station's typical reaction explains the fundamental reason why Pulse has grown from one-market coverage back in 1941 to more than 200 markets in 1958

And the first quarter of 1958 is our best in Pulse's entire history

For pioneering on exclusive plus, out-of-home radio, correctly additive to in-home radio, per 15-minutes, per station, per program, the American Marketing Association gave Pulse a special award for its 1948-49 exploration. Since then, the out-of-home millions have been correctly reported by Pulse.

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LOS ANGELES • CHICAGO • LONDON

report from Canada

Sponsors Speak Out for Radio At CAB Convention; Medium's Many Uses Are Highlighted

"Radio — the key to advertising, merchandising and public relations" was the theme of the radio workshop held in Montreal last month at the annual convention of the Canadian Association of Broadcasters.

In addition, two American Broadcasters delivered keynote speeches on general subjects relating to the radio industry. Donald H. McGannon, president, Westinghouse Broadcasting Co., New York, discussed "Radio in the television age," and Worth Kramer, executive vice president, WJR Detroit, challenged stations to re-examine their advertising policies, rate structures and programming.

Radio's Significance

Representatives from three Canadian companies emphasized the sound medium's significance in promoting sales and good will for their firms.

Radio's success as an advertising medium was discussed by E. R. Fisher, advertising manager, Pepsi-Cola Co. of Canada Ltd., Montreal, who told how radio is used nationally by his firm and locally by bottlers to build sales in their own areas.

The use of radio as a merchandising tool was explained by Ben Dobrinsky, director of advertising, Steinberg's Ltd., Montreal, who testified that radio is invaluable in merchandising products sold in his firm's chain of supermarkets.

"Radio — a key to public relations" was demonstrated by Kenneth H. J. Clarke, manager of Canadian sales and market development, the International Nickel Co. of Canada Ltd., Toronto. Mr. Clarke dealt with the use of the sound medium by his firm as a public relations factor and as an integrated part of the overall corporate and product advertising campaign.

In order to keep testimonials to radio on the lips of advertisers, WJR's Mr. Kramer advised station executives to keep improving their operation since "there should be no status quo in our dynamic business."

On the business side, Mr. Kramer asked for a reappraisal of advertising acceptance standards and "rate card integrity. Do you have a well-defined code? Do you observe it? Do your salesmen know it thoroughly? Have you shrugged your shoulder at the contingent advertising offered you?"

As regards programming, Mr. Kramer asked, "Are your entertainment programs really entertaining, or has your programming brain trust succumbed, as have so many across the border, to a raucous, nerve-jangling format."

Mr. Kramer also urged station men to keep their news and information programming up to date and well balanced between international, national and local news. He also emphasized the importance of public service activities.

Public Service Success

Mr. McGannon in his talk gave partial credit for Westinghouse's success to its belief in bringing public service programs to the listening audience. In addition, he emphasized the importance of news, weather, time, traffic, where-to-go, what-to-do programs, "and all the other hints, suggestions and guides that make people listen to the radio."

Mr. McGannon advocated editorializing by stations both as a public service and as a stamp of station individuality. He underscored the importance of each station's doing research on the audience in its market so that it can tailor its programming to its listeners and avoid "alleged sameness of programming."

Television, Mr. McGannon declared, actually did radio a favor, because it forced station managements to find new, more effective ways to sell and to program. • • •

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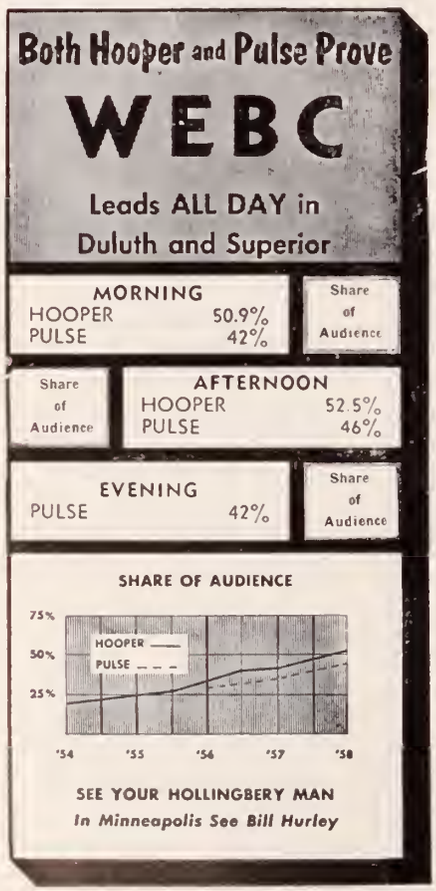

radio ratings

Adult Listenership Stressed in Young Survey; Rating Firms Exchange Measurement Views

Almost 85 percent of the listeners to major independent stations between the hours of 6 a.m. to 6 p.m. are adults, according to an audience analysis of 10 major markets conducted for Adam Young Inc. by The Pulse Inc.

"To be exact," says Adam Young, "it is 84.9 percent and there is very little variation from market to market." The study, the president of the station representative firm notes, shows the audience breakdown of what he terms "modern stations."

"Modern radio," as defined by the Young people, is based on "several key principles." The first is that "musical selection is designed to appeal to the greatest number of people. Next, alert news coverage is essential, with local developments highlighted to create listener interest.

"Weather information, frequently broadcast, is an absolute must. Traffic information, particularly during commuting hours, is vital. The voice quality of the station must be companionable and enjoyable." Other key components of "modern radio" are tight production and live, urgent public service.

Conclusions Reached

"We reached certain conclusions from the study," reports Frank G. Boehm, Young vice president. "We found out that (1) the audience of 'modern radio' stations are predominantly adult, and (2) modern stations reach more of the impressionable younger (18 to 35) women."

The study was made of the following independent stations: WNEW New York; WIND Chicago; KLAC Los Angeles; WDGY Minneapolis, Minn.; WSAI Cincinnati, O.; WEMP Milwaukee, Wisc.; WTIX New Orleans, La.; WAKE Atlanta, Ga.; WQAM Miami, Fla., and KJR Seattle, Wash.

"Getting back to that first conclusion —that 84.9 percent of the daytime audience, market by market, was adult," says Mr. Boehm, "an interesting figure comes out of the 3 to 6 p.m. period. Even during this time of highest teenage listening, 72.7 percent of the listeners to 'modern' stations were adults."

Measurement a Tool

Delegates to the Los Angeles NAB convention *(see story p. 31)* heard representatives of the rating services agree that audience measurement is primarily a tool for broadcasters to use in examining the strengths and weaknesses of their stations.

"The fault with ratings," according to Edward G. Hynes Jr., president of Trendex Inc., "is not the research but the use being made of it."

Frank Stisser, president of C. E. Hooper Inc., urged broadcasters to "stop playing the numbers game" with ratings, which he called a "comparative guide to the size of the radio audience."

"The low per-broadcast rating has become a misleading and treacherous yardstick for modern radio," according to George E. Blechta, vice president of the A. C. Nielsen Co. "It is cumulative audience figures that give a fairer picture of the medium's dimension." Radio, Mr. Blechta said, becomes a primary medium when it talks of total performance and not individual steps leading up to it.

The remarks of Dr. Sydney Roslow, director of the Pulse Inc., concerned the NAB Research Committee's "Radio Audience Measurement" report (see March 1958 issue). He praised it as a "valuable, thought-provoking report . . . refreshing, direct, practical and objective." He said that in analyzing Pulse data it was found that the out-of-home audience adds 22 percent to in-home audience in winter and 25 percent for the summer period.

E. K. Hartenbower, chairman of the NAB's Radio Research Committee and general manager of KCMO Kansas City, Mo., moderated the discussion. • • •

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SUBSCRIBING TO OUR AM-FM SERVICE, you first receive our 212-page 1958 AM-FM Station Directory which lists all U. S., Canadian, Mexican, Cuban and other North American stations (1) by States and Cities, (2) by Frequencies; also, all AM & FM applications pending as of Dec. 31, 1957 (1) by States, (2) by Frequencies. There is a special listing of all Stations by Call Letters, and a listing of Type-Accepted Transmitters and Monitors.

The 1958 AM-FM Directory is punch-holed, and contained in a sturdy binder big enough also to include the Weekly Addenda you will receive. These run 4-6 pages, and fully report each week's FCC actions—grants, additions, changes, applications, etc. Also reported are latest radio station sales, first as announced and then as acted upon by the FCC.

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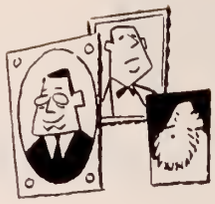

Noting the Changes Among The People of the Industry

AGENCIES

DAVID B. McCALL, associate copy chief, and REVA FINE KORDA and CLIFFORD D. FIELD, copy supervisors, elected vice presidents by Ogilvy, Benson & Mather Inc., New York.

GEORGE POLK, in charge of radio and tv programming and planning at BBDO, New York, elected a vice president. Also, T. NEAL WILDER and FREDERICK J. EDWARDS have joined the New York office as account group head and account executive, respectively.

JAMES M. LOUGHRAN, formerly account supervisor with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed vice president in charge of client service for Donahue & Coe Inc., that city.

ROGER WOLBARST named manager of public relations and publicity for the corporate and industrial division of Donahue & Coe Inc., New York. Also, EDMOND B. MAHER appointed an account executive.

GERALD L. FREEMAN appointed radio and tv director of the Keller-Crescent Co., Evansville, Ind.

LESLIE MUNRO appointed a copy supervisor at Fletcher D. Richards Inc., New York. She was formerly a vice president with Kenyon & Eckhardt Inc., New York.

ADRIAN BRYAN COURIE promoted to radio and tv copy supervisor at Norman, Craig & Kummel Inc., New York. Also, BEVERLY FLEMING and ALAN KOEHLER have joined the agency as copywriters.

TYLER KAUS, formerly presentations director of *McCall's* magazine, has joined the copy staff of the Wexton Co. Inc., New York.

GERRY FORD appointed executive producer in charge of commercial production and SANDY GASMAN appointed a timebuyer at Hicks & Greist Inc., New York. Also, DAVID MILLER promoted to radio-tv estimator and ARLENE HIRSCH named radio-tv traffic coordinator by the agency.

WILLIAM H. MILLAR JR., formerly with N. W. Ayer & Son Inc., Philadelphia, has joined Lambert & Feasley Inc., New York, as a timebuyer.

STATIONS

IRVING PHILLIPS named vice president and general manager of KDAY Los Angeles and FRANK CRANE named executive vice president of the parent organization, Radio California Inc.

JAMES C. DOWELL appointed vice president and general manager of KIOA Des Moines, Ia.

BEN HOBERMAN, formerly with WXYZ Detroit, named general manager of WABC New York.

JACK DE MELLO, formerly with Vance Fawcett Associates, Honolulu advertising agency, named general manager of KFOX Long Beach, Calif.

LES SEIFFER named general manager and sales executive of KRBO Las Vegas, Nev.

LEON H. LOWENTHAL, former vice president and general manager of Musicast Inc., named general manager of WKRC-FM Cincinnati, O.

ROBERT M. HETHERINGTON, former vice president and sales manager of KATZ St. Louis, Mo., appointed general manager of KXLW St. Louis.

VIRGIL V. EVANS JR. promoted to managing director of WBT Charlotte, N. C., and PAUL B. MARION promoted to general sales manager.

TONY KRAEMER, former advertising and promotion manager of WRCA-AM-TV New York, appointed sales development director of Crosley Broadcasting Corp., Cincinnati, O.

PAUL C. LOUTHER named vice president in charge of radio and station manager of WVET Rochester, N. Y.

HERB LANDON named director of public relations and JOHN NEWMAN appointed director of advertising and promotion at WMGM New York.

CHARLES KLUG promoted to fm program coordinator for Westinghouse Broadcasting Co.

GEORGE W. FEE promoted to station manager at WALT Tampa, Fla.

ROBERT SINCLAIR promoted to station manager of WCHS Charleston, W. Va.

ROGER S. DAVIDSON, former general manager of KLOU Lake Charles, La., appointed sales manager of WAIL Baton Rouge, La.

JAMES K. WILSON, formerly with Campbell-Mithun Advertising Agency, St. Louis, Mo., named an account executive at WCCO Minneapolis, Minn.

GEORGE W. MAMAS named local sales manager of WCUE Akron, O.

REPRESENTATIVES

THOMAS C. HARRISON, former vice president in charge of sales for ABC Radio, named sales manager of Henry I. Christal Co. Inc., New York. Also, PHILBIN S. FLANAGAN named eastern sales manager.

CLARK N. BARNES, formerly with Burn-Smith Co., Los Angeles, appointed manager of the Los Angeles office of John E. Pearson Co.

L. EDWARD TILDEN JR., former account executive at WBBM Chicago, has joined McGavren-Quinn Co., Chicago, as a sales representative.

VAL BRUCE, former account executive at KENS San Antonio, Tex., has joined the sales staff of Bob Dore Associates, New York.

DAVID E. CASSIDY, formerly with the John E. Pearson Co., has joined the Los Angeles sales staff of Adam Young Inc.

NETWORKS

JOHN H. WHITE promoted from national sales manager of ABC radio network to the newly-created post of director of national sales.

CARROLL V. HANSEN, coordinator of news and sports for CBS Radio, named to newly created post of program coordinator for the CBS owned radio stations.

INDUSTRY-WIDE

RICHARD N. ROBBINS appointed publicity and promotion director of Community Club Services Inc., New York.

Mamas

Lowenthal

McCall

Harrison

Hoberman

White

Louther

Kraemer

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the monthly magazine for buyers and sellers of radio advertising

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EDITORIAL

...taking the radio pulse

HANDFUL OF PRESCRIPTIONS

Taking the pulse of a business is sometimes done best at industry gatherings. The 36th annual meeting of the National Association of Broadcasters at Los Angeles was no exception.

Perhaps more than at any other time in recent years the status of radio's health was analyzed and passed upon. A big handful of prescriptions was passed out to ensure continuing health. (See *NAB Meeting Is Radio-Active*, p. 31).

As we see it, the biggest challenge broadcasters brought home with them was made by FCC Chairman John C. Doerfer. He chided them for not taking up the job of editorializing or commenting on issues. Chairman Doerfer stated that only about five percent of the radio stations editorialize on a daily basis, with about 35 percent doing it occasionally.

Although he conceded there are major problems for the broadcaster to face in editorializing, he urged them to join the battle now against the "ill-informed." Chairman Doerfer's comment on the subject was that if "broadcasting is regarded solely as an opportunity to make money, the federal government . . . will eventually either impose stricter regulation or may even make a move for outright re-entry."

NATURAL FEARS MUST BE MET

We believe that because radio is a communications medium—the mass medium—it must become an integral part of the community it serves and take a position on local issues. The natural fears of incurring sponsor displeasure or aggravating a public official must be met and overcome if leadership is to be built. Chairman Doerfer indicated that Congress as well as his agency are standing in full support of broadcasters in this regard.

A highlight of the broadcaster meeting was the enthusiasm over fm. Although the stepped-up activity in fm is at the highest it has been in a decade, a chief stumbling block in its path is the lack of accurate, current figures on receiver sales. The NAB, through John Meagher, radio vice president, has been urging manufacturers to cooperate by releasing these figures regularly. We add our voice to that of NAB's and hope that progress will be made in this direction shortly.

The NAB conclave served as a sounding board for the exchange of ideas—and as we said pulse taking. This annual "rededication" to the effectiveness of sound commercial broadcasting and importance of local community interest should be remembered throughout the year.

NORTH AMERICAN RADIO PROMOTION

May was the month for radio on the North American continent. Radio stations in the U.S. spent the entire month promoting radio to the public and advertiser. Much of it was through sober editorial comment on the values of the sound medium, with the remainder made up of a myriad of local promotions. Canada spent the week of May 4 to 11 doing essentially the same thing.

The idea for a radio month or radio week is welcomed. It provides business and government leaders, as well as the listener, with a chance to renew their awareness of radio's place in society.

MONTH AFTER MONTH.....
AFTER MONTH.....
AFTER MONTH.....

Radio Memphis
WMPS
IS FIRST!

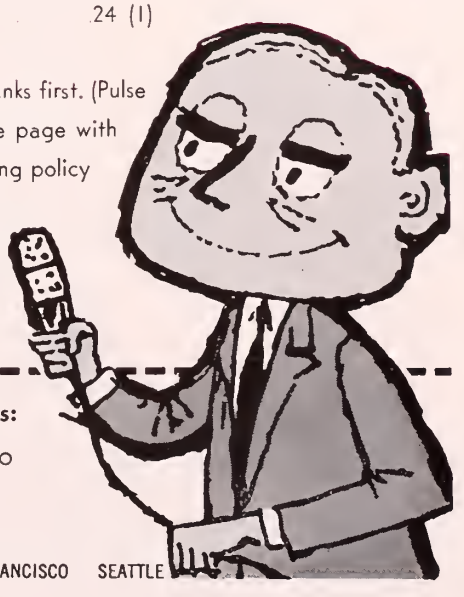
(PULSE, August 1956, through March 1958)

MONDAY THROUGH FRIDAY

	6 AM-Noon % Audience	Noon-6 PM % Audience
AUGUST 1956	22 (Tie) First	20 (2)
NOVEMBER 1956	23 (1)	22 (1)
JANUARY 1957	23 (1)	22 (1)
MARCH 1957	24 (1)	23 (1)
MAY 1957	23 (1)	23 (1)
JULY 1957	23 (1)	23 (1)
SEPTEMBER 1957	24 (1)	23 (1)
NOVEMBER 1957	24 (1)	24 (1)
JANUARY 1958	24 (1)	24 (1)
MARCH 1958	25 (1)	24 (1)

No, we didn't forget 6 PM to midnight where **WMPS** also ranks first. (Pulse March, '58) It's just that we thought we'd cluttered up the page with enough firsts as it was. So, here's proof that the programming policy of **WMPS** has withstood the test of time and competition.

This same outstanding programming is heard on the other **Plough stations** in **Baltimore, Boston** and **Chicago.**



Keep your eye on these other Plough, Inc. Stations:

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NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

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WHO ELSE COULD WE HAVE BEEN, BUT . . .

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459 TIME BUYERS
CAN'T BE WRONG!

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OF
CAMPBELL-
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CHICAGO, ILL.

3rd
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ATLANTA, GA.

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NATIONAL REPRESENTATIVE

GLEN A. HARMON
GENERAL MANAGER

r buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO.

JULY

1958

35 CENTS

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D. W. Stewart

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page 18

35
YEARS OF
PROGRESS...
AND A NEW
BEGINNING
!

The official dedication of WRC's new studios took place on May 22nd. With its new facilities, Washington's first radio station will continue to be Washington's favorite radio station.

WRC·980 *Represented by NBC Spot Sales*
NBC Leadership Station in Washington, D. C.

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WEZL

10,000 WATTS EFFECTIVE RADIATED POWER*

RICHMOND, VA.

ON THE AIR . . . APRIL 20, 1958

* WEZL beams its E-Z listening with 10,000 watts effective radiated power where 5,000 watts into a top-loaded tower gives the equivalent efficiency of a 10,000 transmitter into a quarter-wave tower.

ASSOCIATED WITH WVOK, BIRMINGHAM - WBAM, MONTGOMERY
(ALABAMA'S MOST-LISTENED-TO and PROVEN POWER and COVERAGE STATIONS)
(AND SOON--WAPE, JACKSONVILLE, FLA.)

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WCCO RADIO DELIVERS... *More Adult Listeners* than all other Minneapolis-St. Paul stations combined!† *More Market:* 1,008,000 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa and South Dakota. *More Acceptance* through vitality of modern programing for the audience you want to reach. Call or write for full facts.

Nothing sells like acceptance...* **WCCO Radio

Minneapolis-St. Paul. The 50,000-Watt Giant
In tune with the great Northwest
Represented by CBS Radio Spot Sales

† Nielsen Station Index, Mar.-Apr., 1958 / Station Total, 6:00 AM-Midnight, Mon.-Fri.

BUSINESS IS GOOD-IN WOW-LAND!

Summer, this 1958 finds the big Radio WOW area a luxuriant **Oasis** on the economic maps* of the U.S.A.

Cash from farm marketings hit over **$700 million** with Nebraska up 35% and Iowa up 14%. Cattle's about $25. The ponds and creeks are loaded, too.

SAC (which annually pumps $30 million into Omaha area payrolls and purchases) will spend an **extra $25 million** for missile bases.

This'll make 1958 construction total up to a **quarter of a billion.**

Sow your ad dollars in the WOW Radio Omaha Oasis.

Call John Blair now.

*See FORTUNE—April 1958, FORBES—May 15, 1958 and RAND McNALLY'S Map of Business Trends for May 1958

New WOW-Land "boom" news is the Strategic Air Command's $25 million world missile bases project. This'll bring 1958 construction (private and state) to the quarter-billion mark. All this and good farm, too!

REGIONAL RADIO WOW *Omaha*
CBS AFFILIATE

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

Radio WOW alone delivers a 9.2 average 102 County Pulse rating (7 AM - 7 PM — Monday through Friday) in Nebr. and Western Iowa

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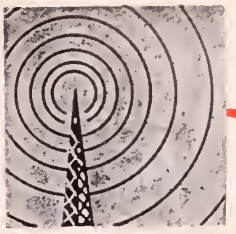
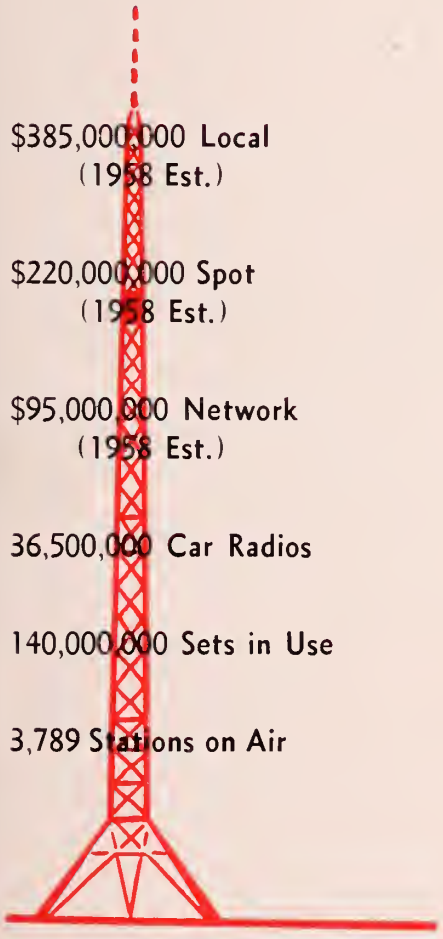
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations — affiliated with Better Homes and Gardens and Successful Farming Magazines



Radio's Barometer



Spot: National spot radio advertising revenue for the first quarter of 1958, according to Station Representatives Association, was at a record high—$46,171,000. The new estimated total is a gain of four percent over the $44,411,000 for the same period last year. Lawrence Webb, SRA managing director, predicts that if this trend continues, 1958 will be the best spot radio year on record.

Figures released by Radio T.V. Representatives show a first-quarter gain of 33.3 percent over the same period in 1957. The firm handles radio stations only.

Network: Current new business and renewals reported by networks have come from NBC and CBS for varying periods, respectively. NBC reports $3 million in net revenue in new business and renewals. CBS announces more than $1.4 million in new business (see *Report from Networks*, p. 60).

First-quarter revenue for the Keystone Broadcasting System is 30 percent higher than 1957's first quarter and, according to KBS President Sidney Wolf, if the trend continues 1958 will be the best year in the rural network's history. With the recent addition of six stations, KBS now services a high of 1,041 outlets.

Local: A National Association of Broadcasters' survey of 800 radio stations reveals the expectation of a two percent rise in average revenues (see *Washington*, p. 9). A similar NAB survey at the end of the first quarter of 1957 showed a concensus prediction of a three percent increase.

Stations: Total stations on the air, both am and fm, increased again in June—to 3,789, up 10 over May.

	Commercial AM	*Commercial FM*
Stations on the air	3,248	541
Applications pending	406	40
Under construction	92	87

Sets: Total radio set production for April 1958, excluding car radios, was 697,307, according to Electronics Industries Association. Total for the first quarter was 3,532,066. Radio set sales in April came to 402,283, with a first-quarter total of 1,895,951. Auto radio sales came to 190,435, with a 1,043,470 first-quarter total. April transistor sales reached 2,856,234, with a total for the first quarter of 11,895,032 compared with 6,899,000 for the same period in 1957.

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U.S. RADIO

JULY - 1958 VOL. 2 - NO. 7

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Check the Rating of Your Choice—

• Pulse

• Hooper

• Trendex

You Too Will Choose...

the

Star stations

2
VITAL Stations
in 2 Important Markets
Serving over 3 Million People

FIRST
and Getting
FIRSTER
all the
time

KOIL

No. 1

A Vital Force
in Selling Today's
OMAHA
May-June 1958 Hooper
8 AM-Noon 41.8
Noon-6 PM 42.8

KMYR

No. 1

A Vital Force
in Selling Today's
DENVER
April-May 1958 Hooper
8 AM-Noon 18.1
Noon-6 PM 17.2

Undisputed No. **1**
in all
3
Markets

the Star stations

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

Folks in the Twin Cities . . . Kansas City . . . New Orleans . . . and Miami know there's never a let-down on a Storz Station . . .

that's why . . . in each of these four major markets . . . more people listen to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is now first morning . . . first afternoon . . . first all-day Hooper average (28.2%). First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

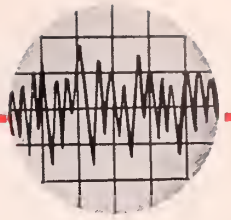
NEW ORLEANS . . . WTIX is 20 times more powerful . . . with 5,000 watts on 690 kc. First . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime ¼. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



Nescafe Buys New Campaign Featuring "Mr. Nes" by Bob & Ray

The popularity of Bob and Ray airwave salesmen—and saleswomen—has led to the creation of another animated character. This one, for Nestle Co. and its agency, Bryan & Houston Inc., New York, is for Nescafe coffee. The commercials, created by Goulding, Elliott & Graham, New York, will feature a personality called "Mr. Nes," a wealthy eccentric. (See *Commercial Clinic* p. 52.)

Radio Set Sales Climb In Strong Tv Areas: RAB

More than 68 percent more radios are bought in Levittown and Wantagh, Long Island, N. Y., areas 90 percent saturated by tv, than in the country as a whole, according to a survey released by the Radio Advertising Bureau. In an effort to find out how well radio does against the heaviest tv competition, RAB discovered more than half of the families in "Telurbia" acquired new radios last year as opposed to one third for the nation at large. Ninety-nine percent of these families already had at least one radio.

Spot Radio Boosts Sales For Pharmaco Drugs

Doherty, Clifford, Steers & Shenfield Inc., New York, reports that spot radio has boosted sales for its client, Pharmaco Inc., drug concern. With a major portion of the firm's budget in spot radio, the agency reveals that sales volume has risen dramatically in the face of very slight industry increases and an actual decline in per capita consumption of a major product, laxatives.

Trend Towards 52-week Buys Revealed by Agency Survey

According to a survey of agency, representative and network executives (see *Outlook for Fall Radio Buying* p. 15), there is a trend towards increased 52-week buying among sponsors. Many seasonal sponsors, too, are taking longer schedules than before in order to insure choice time franchises and to take advantage of favorable discount structures.

Westinghouse to Handle National Sales for Own Stations

The move by the Westinghouse Broadcasting Co. to represent its own stations (seven am and five tv) for national spot sales will be in effect by July 1, 1959. It is known that the company has been considering this action for many years. Peters, Griffin, Woodward Inc., which represents five radio and three tv stations of WBC, expressed gratification that spot billings for the stations are now at an all-time high.

Program Concepts and Practices Studied at CBS Conference

When the program directors of all CBS-owned radio stations met recently in New York, program concepts and practices were reviewed. The meeting was under the supervision of Carroll V. Hansen, program coordinator. Among the top executives who addressed the five-day gathering were Arthur Hull Hayes, president of CBS Radio, and Jules Dundes, vice president of station administration.

High-Power Portable Transistor Set Developed by Zenith Radio Corp.

Rapid developments in the high-power transistor portable field are pointed up by a new product of the Zenith Radio Corp. The company is manufacturing a sensitive two-band all-transistor portable that is also a self-powered emergency navigation instrument. Called "The Navigator," the radio is capable of supplying a lost airplane pilot, mariner or woodsman with the directional guidance to lead him home. Significantly, the radio also provides long-distance reception of standard broadcast stations.

participation

"sharing
in common
with others"

Webster's New Collegiate Dictionary

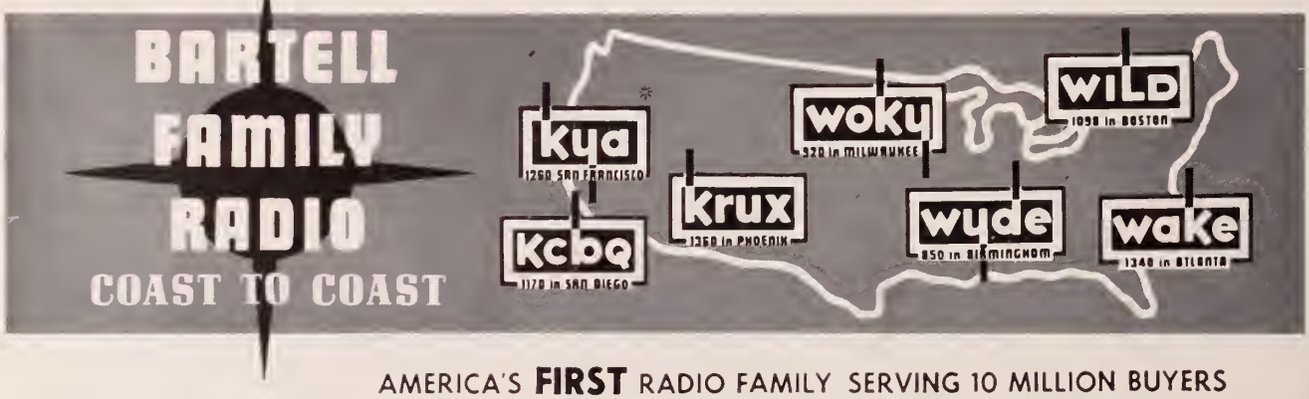
Bartell Family Radio keeps audiences alert for constant **participation** by copyright Games for Family Fun, thought-provoking editorials, gay reminiscences . . . all in a never ending stream of titillating intercourse of audience and

BARTELL FAMILY RADIO

participation creates a favorable conditioned response to an advertising message.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FORTUNE selects Bartell Family Radio as America's most successful in the use of scientific methods for maximum audience.



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

* **Pending FCC Approval**

washington

Radio Reinstated in 1960 Census Bureau Count

Radio is back in the 1960 federal census. Broadcasters insistence coupled with a nudge from Capitol Hill were responsible for the reversal of a Census Bureau decision to eliminate a radio set count in the 1960 study on grounds that information would be meaningless since radio has very nearly reached the 100 percent saturation point. Senator Spessard Holland (D-Fla.), who was instrumental in having the count re-instated, argued that between 1950 when the last census was taken and 1960, radio has passed through a slump-resurgence era and the great demand for radio statistics has made its inclusion a "must" in 1960. Census Bureau will provide up-to-date information on the number and location of radio households. At this point, although NAB has not given up hope, it is doubtful that Census can be further persuaded to include data on fm and battery radios.

NAB Survey Predicts Radio Gains for 1958

A survey conducted by the employer-employee relations staff of NAB reveals that the average radio broadcaster looks to 1958 as a year when his station's total revenue will be up approximately two percent. Other significant points to come out of the study: 54.6 percent of the radio outlets surveyed anticipate a revenue increase during this year; 23.2 percent declared revenues would be on a par with 1957; 22.2 percent look for a fall off in revenue.

FCC and FTC Budgets Recommended by Senate Unit

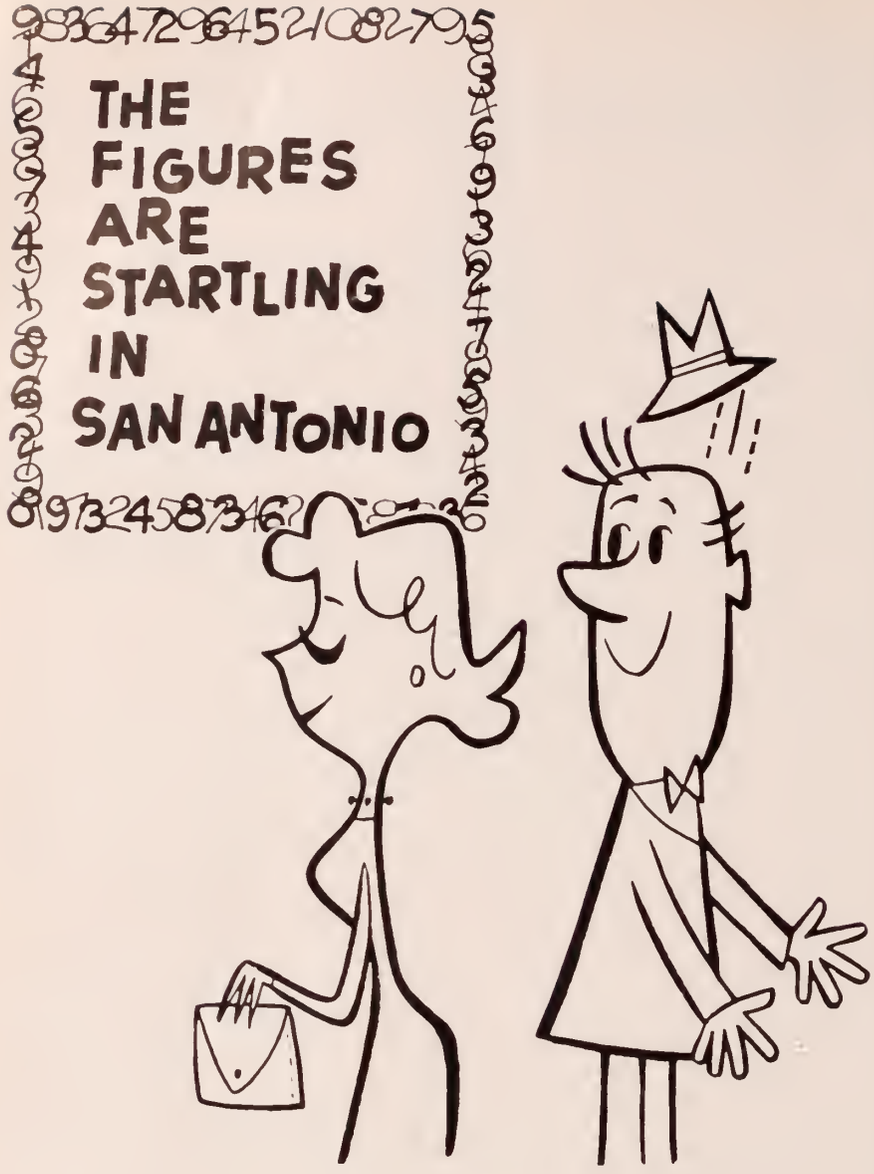
During fiscal 1959, the FCC will operate with a budget of $8.9 million; the FTC with $6 million. These are the amounts decided upon by the Senate Appropriations Committee for the two independent agencies most intimately involved in broadcasting. In the case of the FCC, President Eisenhower had asked for $8,950,000. The FTC appropriation was down $25,000 from the amount requested by the President. During fiscal 1958, the FCC appropriation was $8,365,000. The committee report noted that the increase was intended to give the commission more personnel flexibility with an eye towards eliminating backlog cases.

EIA to Furnish Set Count Data

A monthly tabulation of fm factory production is in the works at Electronics Industries Association and is slated for release for the first time in August. It will show July factory output figures. EIA's fm count was abandoned some years ago on grounds that interest in fm was at such a low ebb the service was unnecessary. The large upswing in fm station construction during the past year as well as the construction permits outstanding (87 now compared to 23 a year ago) prompted EIA to take a second look at fm. (See *Editorial*, p. 64.)

DBA Petition Provokes Comment: Pro and Con

It's all over now but the waiting for daytime broadcasters who would like the FCC to rule that their broadcast day should be extended. The deadline for filing opinions on the FCC proposal for such an extension brought a flood of comments from broadcasters favoring the proposal as well as endorsement from more than a dozen members of Congress. But opposing interests—clear-channel outlets, networks and regional hook-ups—were numerous in their objections. Those favoring the plan stressed the "localness" of radio and the need for the medium to retain and strengthen this local service. But, countered the opposition, the proposal can't work technically without tampering with the entire allo-



One of the largest sets-in-use figures in the nation is YOURS in San Antonio . . . and you get a whopping lion's share of that audience when you put your dough on KONO. It's the best buy for your clients' money . . . proved by figures . . . and proved by actual sales for America's leading radio advertisers.

If YOU are interested in getting a sales job done in San Antonio—

See your H-R REPRESENTATIVE
or Clarke Brown man

860 KC
5000 WATTS

KONO

SAN ANTONIO RADIO

cations systems through which stations now so effectively serve the greatest number of people.

FTC Rules Out Chain Store Merchandising

Some of broadcasting's good customers and a few of its best—General Foods, Hudson Pulp & Paper, P. Lorillard, Piel Bros., Sunkist Growers and Sunshine Biscuit—have been told to stop giving favored customers promotional allowances through the top broadcast networks. The practice, said the FTC, discriminates against the independent grocer and is a violation of the Federal Trade Act . . . tantamount to an antitrust violation. Two courses of action are open to the firms involved: Comply with the FTC ruling and abandon chain store merchandising or appeal the ruling, the latter being the more probable decision.

Bricker States Intentions In Regulating Networks . . .

Assurance came from Senator John Bricker (R-Ohio) during recent hearings on his bill to regulate networks that he had no "ulterior motive" in authoring the proposed legislation. His intentions, he said, were simple: To give the FCC power to do directly what it can now do indirectly through its regulatory power over station licensees. Network spokesmen argued that if this is the only purpose of the legislation it is meaningless. They agreed with Senator Bricker that the terms of the bill seemed simple enough but insisted a closer look reveals its effects would be radical and sweeping. FCC Chairman John Doerfer called for a more concrete plan for regulation.

. . . and Celler May Take New Look at Networking

Just as the Bricker hearings were getting underway, Rep. Emmanuel Celler (D-N.Y.) took the FCC to task for "what appears to be a deliberate effort to refrain from taking action to ban various restrictive and anti-competitive practices"—option time, must buys and program tie-ins. In the Senate hearing and in the Celler statement, considerable emphasis was placed on the Justice Department's decision that these practices violate the anti-trust laws.

the *Silver Mike*

THIS MONTH:

JAMES G. RIDDELL

Executive Vice President
of American Broadcasting Co.

Brings Successful Station Background to Challenge Of Network Broadcasting

The new executive vice president of the American Broadcasting Co. has been in broadcasting since 1931 when WXYZ Detroit brought in James G. Riddell as an office boy.

What WXYZ didn't know at the time was that it had also brought in its future president and general manager. And as he takes up his network duties in New York this month, the native of Glasgow, Scotland, who arrived in Detroit at the age of nine, leaves behind a record of distinguished citizenship in the Motor City and in broadcasting.

To his new post with ABC, Mr. Riddell will bring a string of successes in varied phases of station operation: Traffic clerk to traffic manager to assistant sales manager to sales manager—and on up to general manager of WXYZ in 1946 and to president of WXYZ-AM-FM-TV in 1950.

Mr. Riddell's theory of running a station combines good organization with programming that stresses community service, with a heavy accent on local personalities and newscasts. He is expected to make the Detroit operation a model for the other owned and operated stations.

In announcing Mr. Riddell's new position at ABC and also his election to the board of directors of the parent American Broadcasting-Paramount Theaters, Leonard Goldenson, president of AB-PT, called Mr. Riddell's experience "invaluable to us in our continuing expansion."

One of Mr. Riddell's main tasks will be placing the radio network in that "expansion" category alongside the other AB-PT divisions. He will report directly to Mr. Goldenson in these efforts, with the heads of the radio and tv networks and other departments reporting to Mr. Riddell.

First efforts are being directed at improving ABC's owned and operated stations. Many of them have newly-appointed general managers and Mr. Riddell is optimistic about their prospects.

While in Detroit, Mr. Riddell's broadcasting activities included the chairmanship of the radio-tv committee of Crusade for Freedom, which supports Radio Free Europe. He was also a member of the Radio & Television Executives Society and the Radio Pioneers Club.

A sports enthusiast, he was a governor of the Detroit District Golf Association and president of the Red Run Golf Club. Other interests were the Detroit Athletic Club and the Junior Achievement Advisory Board. • • •

WPTF
Raleigh-Durham
the Nation's

28th

Radio Market
. . . Nielsen #2

and

in 1958 PULSE
32-County Survey Again

FIRST

in every quarter hour with an average of 35% of the listening audience from sign-on to sign-off. Reaches as high as 56% and never less than 31%.

WPTF Reaches:

★ *176% MORE listeners than a local network of eleven stations.*
★ *424% MORE than Station B.*
★ *517% MORE than Station C.*

WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

You get a lot of action on Elliot stations. For example:

A new advertiser, trying to break into the Akron market, ran a one-day "free-gift" offer exclusively on WCUE. Result: 2,300 cards and letters . . . sales "beyond expectations" . . . complete distribution in the Akron area.

People are very responsive to what they hear on Elliot stations, because we give them more music, more news, more often. We give advertisers more, too. More listeners per dollar than any other station in either market's Greater Metropolitan Area.

Giant Free Offer: New market data books on WCUE and WICE. Also, a free showing of the new color film on the Elliot stations. Just tell us what you want, and we'll shoot it to you fast.

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE
AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R.I.
WICE

LETTERS TO

Mistaken Identity

Thank you for including an interesting collection of photos and colorful recollection of airwaves' golden days in your May 1958 feature, *Radio's First 38 Years*. However, I must take issue with your reporter on the caption that accompanies the photo of an early Bing Crosby show in KHJ Los Angeles.

He identifies the three young ladies as "Bing Crosby's frequent guests, the Andrews Sisters."

Take a closer look. It's the famed Boswell Sisters act smiling out of the past. These were the gals that gave Patti, Maxine and LaVerne and other subsequent acts the sister trio idea!

That's wonderful Connee at center—she's still going strong in clubs and on records.

Gregg Hunter
Stiller, Rouse & Hunt Advertising
Beverly Hills, Colif.

. . . It is a very interesting article and brings to mind a number of events that many of us have forgotten.

I think perhaps your proof reader also forgot to read the page which shows a paragraph about 1933. It is a picture of Bing Crosby and the article says with the Andrews Sisters. I think you will find these are the Boswell Sisters. If I am not mistaken, that is Connee in the middle.

Regardless, it is a nice piece of work and you are to be congratulated.

John H. Wrath
Executive Vice President
Heodley-Reed Co.
Chicogo

Gracious Lady

. . . Your apology is accepted but certainly not necessary on accounta' erasers were not invented strictly for U. S. RADIO's use. We'd all better keep some within reach.

May this letter find you and yours enjoying the best of health and happiness.

Connee Boswell
New York

From Across the Border

In *Radio's First 38 Years* there appeared a picture which has great significance for me. It shows an early mike of a station to which I have listened over the years and it deals with a scene I have become very interested in. (WGN Chicago covering the Scopes trial.)

I would like very much to have a copy

THE EDITOR

of that shot. Would it be possible to give me information on how this might be acquired?

P. J. Hunter
McCannell, Eastman & Co. Advertising
Calgary, Alberta, Canada

Ed. Note: Reprints of the article are available.

'Must Read'

You're doing a fine job in covering the significant news in U. S. RADIO.

Because the major advertising effort of our client, Sinclair Refining, is in spot radio, your excellent magazine is tops on my "must read" list.

Keep up the good work!

William L. Wernicke
Vice President, Radia-Tv
Marey, Humm & Warwick Inc.
New York

Bache—Rebuttal

I feel it necessary to reply to the correspondent from WKRZ Oil City, Pa. (see *Letters to the Editor*, June 1958). As a result of your story (*Bache Preselects Audience*, March 1958) we did buy in several additional markets where such a program fits the overall sales promotion program of our firm. To mention just one we are beginning a daily operation in Tulsa, Okla.

To set the record straight Bache & Co. has never and will never look for any services or goods "free of charge." What we, however, do when a legitimate news medium approaches us for financial information to render to readers or listeners as a public service, is to willingly comply and never request and certainly never insist that such credit be given to us. We have found that over the years almost all news media as a matter of sound journalistic practice identify the sources of information as a matter of authentication.

This firm has maintained a year-round, 24-hour news operation serving all media and one standard principle of ours has been never to request or expect credit for it, but when we receive it we are certainly deeply grateful.

Henry Gellerman
Dir. of Adv. & Public Relations
Bache & Co.
New York

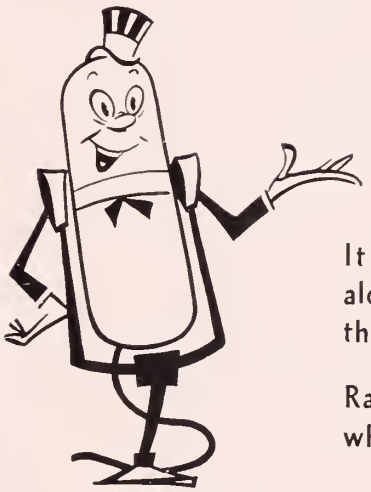
Report From Agencies

Could you send us several copies of the June issue of U. S. RADIO?

Lawrence Butner
Timebuyer
Albert Frank-Guenther Law

U. S. RADIO . . .

the monthly magazine for buyers and sellers of radio advertising



It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**
50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***
1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____
Company_____
Type of Business_____
☐ Company or
☐ Home Address_____
City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

as basic as the alphabet

EGYPTIAN

Several thousand years before Christ, the Egyptians used a rough sketch of a man with upraised arms as the symbol for *high*.

PHOENICIAN

From 1500 to 1000 B.C., the citizens of ancient Tyre employed a variant of the Egyptian form to signify the first sound of its name, *he*.

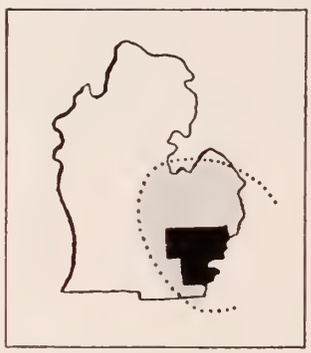
GREEK

As early as 800 B.C., the same letter had been turned around and appeared on Greek inscriptions. Its new name was *epsilon*.

ROMAN

By 700 B.C., the Etruscons had borrowed the letter and passed it along to the Romans who shaped it in the form we use today.

Historical data by
Dr. Donald J. Lloyd, Wayne State University



Essential for Michigan sales and profits

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Elementary, Mr. Advertiser! Today, as it has been since the birth of commercial broadcasting, WWJ is your basic buy for successful radio advertising in the great Detroit Southeastern Michigan market.

Start your fall radio campaign here—with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers—with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

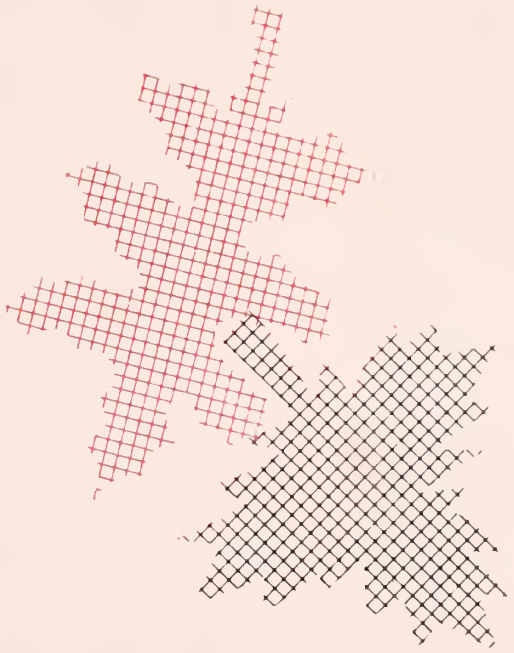
WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



Outlook for Fall Radio Buying:

Will It Be Better Than 1957?

SURVEY OPINION: *As strong as last year's fourth quarter, probably stronger.*

FACTORS: *Spot should hold big, network expected to move up. Rates are rising (five to 10 percent) and agencies are concerned about crowding during driving times.*

For most Americans, summertime is playtime and fall is only a pale specter on the horizon, at least several sunburns away. For the radio industry, however, the hot weather months are hard working months when plans are laid and schedules made for the critical fourth quarter.

With the experts predicting that 1958 would be the best year in radio history, the fall quarter—which traditionally kicks off the new season—assumes added importance as radio men get ready for an all-out drive to make these rosy expectations a reality.

U. S. RADIO has just completed a survey of agency, network and representative executives to determine the outlook for autumn. While most campaigns are still in the planning stages, the consensus in all these fields is that radio billings will be at least as high as they were last fall and probably higher. Estimates range from "radio will be a little off" to "billings should be up 15 per cent."

Specifically, these conclusions stand out:

- Spot radio will hold strong and in all probability will be up

Tom Viscardi, media buyer, Y & R.

"Budget is becoming more of a consideration."

Ed Fleri, spot bcst. supvsr., BBDO.

"More advertisers want more radio time."

over the same period last year. Network radio will be in noticeably better shape than last fall, which is particularly significant in view of the fact that the last quarter of 1957 was one of the most successful in recent network history (since the advent of television).

- Economic talk has affected fall planning in that clients are more cautious in approving budget allocations. While most agency men do not expect this to affect radio spending materially, it does postpone actual buying.
- Radio rates are rising, estimates varying between five and 10 percent.
- There is increasing anxiety in agency circles over the problem of over-commercialization by stations, especially during the popular driving times.

Old and New Advertisers

Among agency executives who predict that spot billings will maintain the status quo or increase slightly over a year ago, most emphasize the recession as a factor working for radio. According to Tom Viscardi, media buyer, Young & Rubicam Inc., New York, both old and new radio advertisers are turning to the sound medium because of its wide coverage and low cost at a time when budget is becoming more and more of a consideration. The high cost and tight availabilities of tv are also a factor in clients' planning this fall, he states, and as a result radio is being considered by advertisers who might normally go into spot tv.

Another interesting trend pointed up in the survey is the increasing number of advertisers signing for 52-week spot schedules. They are taking advantage of radio's favorable discount structure and the chance to get their spots in the prime time periods.

Old radio advertisers, another media man says, will tend to continue in the medium this fall both because they have been satisfied on the whole with their past campaigns and also for economic considerations.

On the network side with only one exception all the agency respondents predict billings will be up over last fall. They attribute this to the increasing flexibility of network operations with particular emphasis on the availabilities of five- and 10-minute participations and shorter spots.

"For the national advertiser," says one media director, "network radio provides tremendous markets, great frequency at a very reasonable cost per thousand."

Another media buyer points out that networks are clearing more and more stations, which is encouraging advertisers who formerly decided against network buys because they couldn't get all the stations they wanted at the times they wanted.

Network radio is attracting new advertisers in increasing numbers, according to several agency men, who are not yet ready to announce specific plans of clients.

Bill Hollman, director of network radio, BBDO, says that "network radio will be up considerably this fall because it has proved itself to many advertisers in the last year. I know of one sponsor whose sales went up 22 percent in the last year, much of which is attributable to their network advertising."

It is also reported that this agency is working on network plans of considerable magnitude for several clients.

Clients Are Cautious

In spite of the fact that agency opinion puts network and spot radio out in front of last fall, nearly every respondent observes that clients are much more deliberate in approving advertising budgets for all media, radio included. "Advertisers are reluctant to part with their dollars this year," one media buyer observes. "They will probably end up spending what they have budgeted, but they are much more hesitant in putting their name on the dotted line for specific campaigns." As a result, it is probable that the flow of fall business will be somewhat delayed.

Another trend for the autumn that was commented on by nearly every media man surveyed is the

Fall Radio Campaigns in the Works

BRAND	AGENCY	TIMEBUYER
Coldene	J. Walter Thompson, Chicago	Ellen Carlson
Feen-a-mint	Doherty, Clifford, Steers & Shenfield	Charles Willard
Chooz	Doherty, Clifford, Steers & Shenfield	Charles Willard
4-Way	Cohen & Aleshire	Beth Black
666	Charles W. Hoyt	Douglas Humm
Blackdraught	Cohen & Aleshire	Beth Black
Bromo Quinine	Benton & Bowles	Jack Giebel
No-Doz	Sidney Garfield & Assoc., San Francisco	Thurston McGuffick
Plough Inc.	Lake-Spiro-Shurman, Memphis	J. Martin Hollinger
Vick Chemical Co.	Morse International	Orrin Christy
Bristol-Myers Co.	Doherty, Clifford, Steers & Shenfield	Charles Willard
	Young & Rubicam	Sy Drantzch
Carters Little Liver Pills	Ted Bates	Greg Sullivan
Chevrolet	Campbell-Ewald	Rena Mayer
Ford	J. Walter Thompson	Jim Luce
Lincoln-Mercury	Kenyon & Eckhardt	Louis Kennedy
		George Simco
Hertz System	Campbell-Ewald, Chicago	Jack Varnier
Pontiac	MacManus, John & Adams	Sy Czuy
Texaco	Cunningham & Walsh	Jack Bray
Sinclair	Morey, Humm & Warwick	Kay Shanahan
Conoco	Benton & Bowles	John Nuccio
Esso	McCann-Erickson	Seymour Goldis
Cities Service	Ellington & Co.	George Wallace
Frigidaire	Dancer, Fitzgerald & Sample	Glenn Wilmoth
Wrigley	Erwin, Wasey, Ruthrauff & Ryan, Chicago	Holly Shively
	Arthur Meyerhoff, Chicago	Joan Russell
Fitch	Cohen & Aleshire	Beth Black
Thos. Leeming Co.	William Esty	Richard Driscoll
Mueller	Doherty, Clifford, Steers & Shenfield	Jeff Fine
Eskimo Pie	Cunningham & Walsh	Clifford Greenspan

tendency toward rate increases by many stations. Most estimated the increases between five and 10 percent, with six percent the most frequently mentioned figure. Ed Fleri, spot broadcast supervisor, BBDO, says, "It's largely a question of supply and demand. More advertisers want more radio time so stations are increasing their rates."

According to A. C. Nielsen figures, more radio households are tuned in this year than last. During a typical week, sampled last winter, the ratings firm says 89.9 percent of all U.S. radio homes use their sets—an increase of eight percent over the previous year.

Only one respondent feels that radio may lose some business due to rate hikes. The prevailing opinion is that the increases are not large enough to decrease the medium's attractiveness to advertisers.

Several agency men report a marked trend in the direction of more package deals. These serve the dual purpose of obtaining high frequency at discount rates and breaking the logjam of advertising during peak hours.

Agencies are increasingly concerned over this problem of overcommercialization during driving times, although the use of other

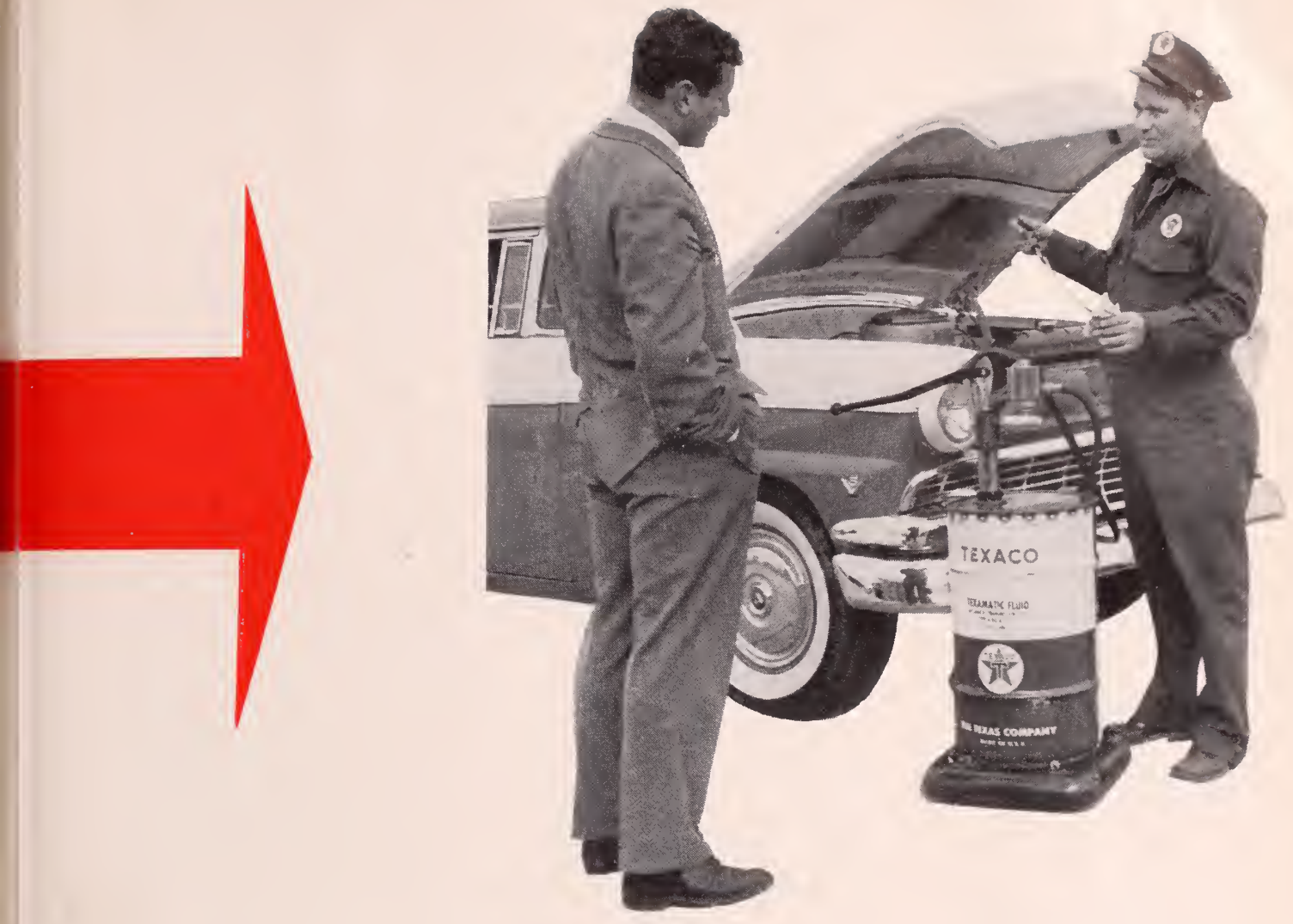
(Cont'd on p. 58)

Tom Harmon, Texaco sportscaster, teams up to broadcast Cotton Bowl with Fred Gehrke (center) and Forest Evashevski (right), an old teammate.

Texaco dealer tapes commercial for later broadcast. Firm likes to emphasize friendliness and service of dealer.

Texaco Tackles Men With Radio

Second largest oil company in country spends estimated $3.5 million a year spotlighting news and sports



The decline of the American male has long been a matter of concern to sociologists, foreign critics and the embattled men themselves. American women, observers have complained, are winning the battle of the sexes on all fronts including the economic. It is estimated that women influence 85 percent of consumer purchases in this country, and advertisers and their agencies have made no secret about their courtship of the fair sex.

One of the exceptions to the rule is The Texas Co., second largest manufacturer of gasoline (Texaco) and related products in the country, and its agency, Cunningham & Walsh Inc., New York. Men, declares John Childs, vice president and senior account executive for C&W, still rule the roost when it comes to the purchase of gasoline and the selection of a service station for the family car. The problem is to reach them.

"Men determine more than 80 percent of gas purchases. Even though women may actually have the car serviced and buy the gasoline, our research shows that the majority of wives follow their husbands "orders" and suggestions in the selection of the brand or station and in the ordering of minor repairs and other services. As a result, our advertising in all media, in so far as possible, is aimed principally at men."

Mr. Childs states that "the specialized use of radio is one of the best ways to insure a predominantly male audience." In its use of the air medium—which accounts for 28.8 percent of the firm's total advertising budget—Texaco has developed a special twist on its media strategy which involves rotating purchases.

Texaco places emphasis in its radio buys on driving times, seven to nine a.m. and four to six p.m., and also tries to capture the male audience with some nighttime and considerable weekend radio on a national spot, network and regional program sponsorship basis. U.S. RADIO estimates that last year Texaco spent approximately $3.5 million in radio. The radio budget for 1958, while flexible, is following the same general pattern as in 1957, according to D. W. Stewart, Texaco advertising manager.

Radio spending for The Texas Co. has increased markedly in the past

several years, he says, chiefly because the advertising budget is much greater.

"We are interested in driving times on radio not only because we contact men on their way to work," Mr. Stewart explains, "but also because we feel we are reaching them in the best place . . . in the car for which they can buy our products. We like weekends for two reasons: There are lots of men on the road (or at home) and statistics show that more gas and oil is bought on the weekends than at any other time."

Mr. Childs points out that in the peak summer months, Texaco drops its tv schedule and uses radio only in conjunction with print and outdoor media. "We do this because tv viewing is known to fall away in the hot weather months and also because of the increasing portability of radio. Radios are not only being turned on in cars during the summer when there is increased driving, but they are also heard on the beaches, at picnics and in other out-of-door places."

"Radio," Mr. Stewart says, "is ideal for our particular purpose—sports, news and music, and it also provides the vast coverage we need at an economical cost."

Luther Smith is one of many Texaco dealers who deliver commercials in their own words over local radio stations.

Texaco's spot radio — which gets the lion's share of the radio budget— embraces 325 stations in nearly 100 markets in almost every state in the union since the company is the only gas and oil firm that distributes nationally. According to Jerry Sprague, chief timebuyer on Texaco, minutes are the most often-used commercial length; next in use are 20-second spots.

The 'Flight' System

To take advantage of radio's flexibility and to gain year-around impact without 52-week buying, Texaco and Cunningham & Walsh have developed what they call the "flight" system. The company goes into all markets for a month or five weeks at a time and then stays out for the same length of time or a little longer. There are about five of these flights a year. This system, used in all media, has been worked out partly for reasons of economy. "We can't afford to buy in all markets 52 weeks a year," Mr. Childs says. "This system is especially effective for Texaco, however, in view of the fact that we have only three major selling campaigns a year—spring checkup, fall checkup, summer driving."

In between these big pushes, the company does straight gasoline and oil selling primarily. Most copy goes to Sky Chief Supreme gasoline, the firm's premium line. P. T. antifreeze comes in for a large share of time in the fall campaign, while other products pushed from time to time are Fire Chief regular gasoline, Havoline oil in its various weights, Texaco Motor Oil and Marfak grease lubrication and also Texaco Service.

In addition to its spot buys, the firm has sponsored for 18 years the Metropolitan Opera broadcasts as an investment in institutional advertising. The opera, heard each Saturday afternoon from November through April, will be broadcast over the CBS network this fall. In more than four hours of radio time per week, the company has less than two minutes of commercial time, the agency reports, and that is devoted to sponsor identification.

The company has no other radio network commitments at the moment, but, according to C&W's Mr. Childs, is "always considering network possibilities."

The third facet of the gasoline company's radio campaign revolves around five-minute and 15-minute regional news and sportscasts in the early evening aimed, like the spot campaigns, at men. In Montana, five-minute newscasts are broadcast six days a week over the "Z"-Bar network; in Florida, five-minute newscasts are heard six days a week in Tampa, Miami and Jacksonville; in Chicago, John Carmichael delivers a 15-minute sportscast six days a week over WBBM. Tom Manning, KYW Cleveland, O., and Tom Kelly, WMBD Peoria, Ill., also do quarter-hour sportscasts every day except Sunday. In St. Louis, Mo., Bob Burns' sportscast is heard six days a week over KMOX, and on the West Coast, sportscaster Tom Harmon broadcasts six days a week over the Columbia Pacific Radio Network.

During the football season, Texaco sponsors a total of nine college games in the southern states covering at one time or another during the fall Alabama, Georgia, Georgia Tech, Mississippi, Oklahoma, South Carolina, Tennessee, Miami and Tulane.

Except for the football games, the news and sports shows run 52 weeks a year.

Since Cunningham & Walsh entered the Texaco broadcasting picture 18 months ago, the two most outstanding radio campaigns (in conjunction with other media) have been "The Tower of Power" and "Swing into Spring With a Safety Checkup" featuring Benny Goodman and his orchestra.

The "Tower of Power" campaign ran throughout 1957 and received the Radio Advertising Bureau's award for that year as one of the eight best radio commercials. Emphasizing service and spotlighting Sky Chief Supreme, the campaign made wide use of music, as did "Swing into Spring" in April of this year. Copy featured the offer of the Benny Goodman album of the same name for 50 cents and a Texaco coupon available at the dealer.

This summer there is a campaign featuring a tourist booklet given free at Texaco service stations which is a guide to better summer touring in the U.S. This will be advertised, according to present plans, in the company's copy during its summer flight in July and August.

The Texas Co., according to Mr. Childs, is always on the lookout for merchandising tie-ins with its stations, and the agency credits its four field men in New York, Chicago, Houston and Los Angeles with doing an outstanding merchandising job in liaison work between stations and dealers. During the "Swing into Spring" campaign more than 500 radio stations were contacted for merchandising tie-ins with the four-week spot schedule. Many disc jockeys all over the country played selections from the Goodman album on their programs.

Company Image

In all its merchandising efforts and copy creation, Texaco attempts to create a company image of warmth and friendliness. According to Joe McDonough, vice president and creative supervisor, Texaco is not only selling the quality of its products, but it is also selling its dealers and service, particularly in the fall and spring check-up campaigns. "After all," he says, "you don't see, taste or directly handle gas. What is really tangible to the customer as long as he is satisfied with the product's quality is the service he gets and the personality of his dealer."

Mr. McDonough emphasizes the importance of having a good, basic selling idea. "I believe there is today a tendency to overproduction with gimmicks and sound effects as a substitute for a selling idea. I'd rather see a sound selling idea badly executed than a bad idea well executed. Of course, we always strive to combine both the good idea with excellent production." He attributed the success of the "Tower of Power" and the "Swing into Spring" campaigns to these qualities "plus the fact that both ideas were adaptable to all media."

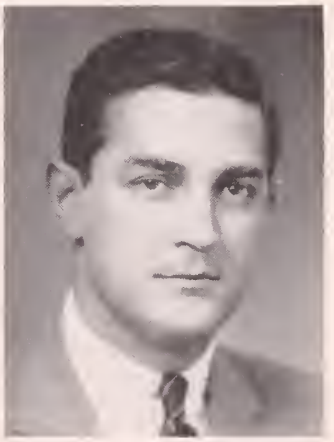
Mailed to Stations

Texaco commercials, once ready, are mailed out to the stations every three or four months with a schedule for airing. Jack Bray, media buyer, selects stations at the beginning of each year and reviews his choices from time to time. He does not ask for availabilities, but simply places his order for the time periods he wants and lets "the representative work it out with the station.

"This saves me time and trouble and I usually get what I want because when I call, the representative knows it's a firm order." Although Mr. Bray buys popular time periods, he is not usually required to buy a package including other times of the day because Texaco is only in the market for a month at a time, he says, "and the stations can make up the other business for those time periods when we are out."

Radio has been getting business from the Texas Co. since 1932. Mr. Stewart reports that the firm was in network radio heavily until 1948 and the roster of stars it sponsored during that period include Ed Wynn, Eddie Cantor, Jimmy Durante, Ken Murray, James Melton, Evelyn Knight, Tony Martin, Gordon MacRae, Milton Berle and Fred Allen.

D. W. Stewart, Texaco ad mgr.



John Childs, C & W vice pres.

Jack Bray, media buyer of C. & W.

After 1948, the company began to funnel most of its radio funds into spot and regional radio.

The Texas Co. was founded in 1902 by Joseph Cullinan and Arnold Schlaet operating in Louisiana and Texas. Today the firm, its subsidiaries and affiliates girdle the globe with the parent company's assets totaling more than $2.7 billion. • • •

News: Don Gardiner broadcasts over ABC.

Variety: *Robert Q. Lewis Show* on CBS.

Drama: Ed Herlihy on NBC's *My True*

Plough's Prescription

Abe Plough, president, Plough Inc.

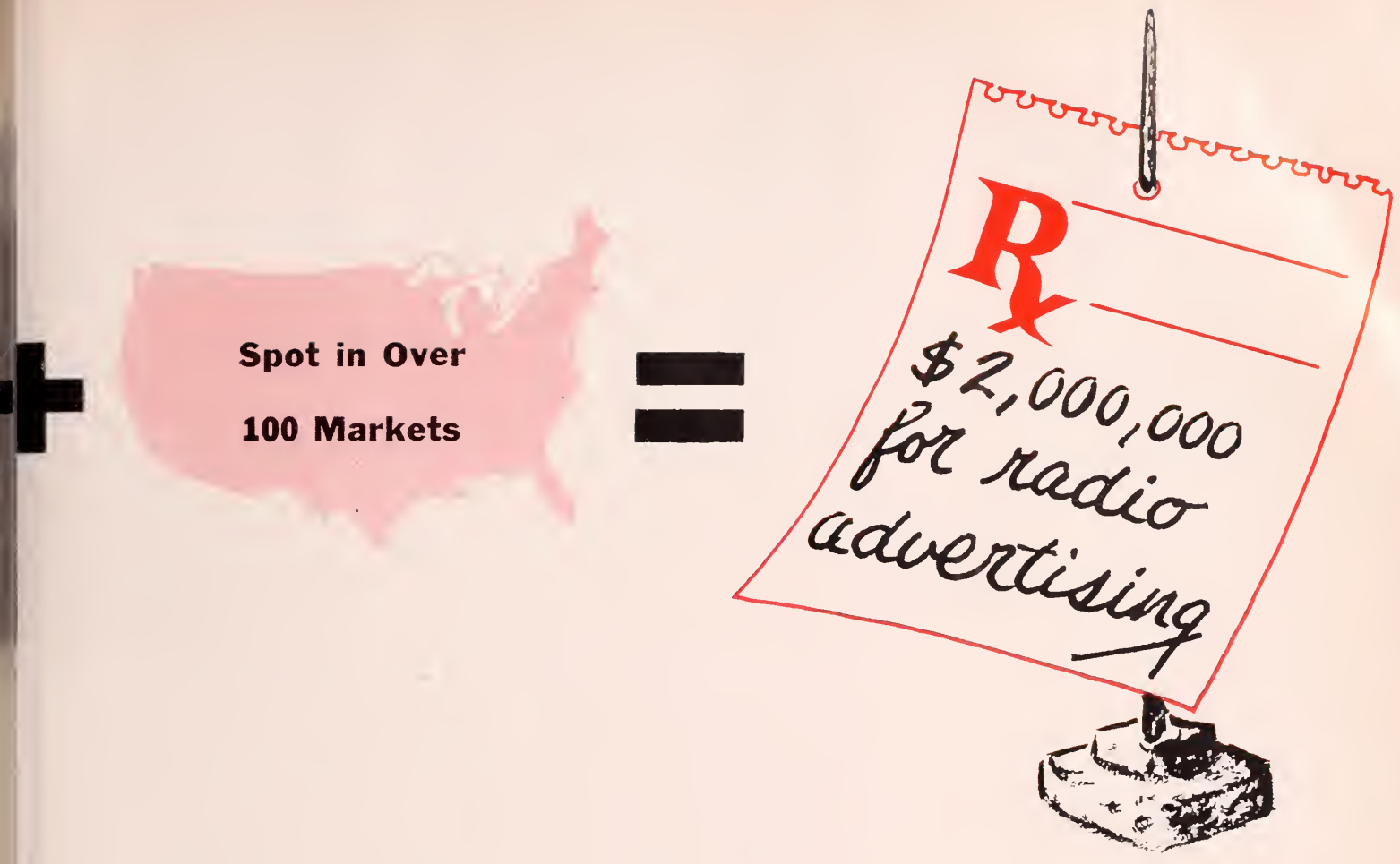
Thomas L. Greer, advertising dir.

In the keenly competitive drug field, Plough Inc. has this prescription for radio in 1958: Add $2 million to careful advertising research and the problem of multi-brand product characteristics and blend with 25 years' experience with the medium. Apply in heavy doses on 900 stations in 550 cities.

The Memphis, Tenn., pharmaceutical firm, which this year celebrates its 50th anniversary, employs radio as a basic medium, "a day-in and day-out voice to sell St. Joseph Aspirin, St. Joseph Aspirin For Children, Mexsana Medicated Powder, Musterole, Coppertone and other products." It is spending 40 percent more in radio this year than in 1957.

"The fact that we will spend over $2 million in radio during 1958," says Abe Plough, president and founder of the company, "is the best evidence we can give of the results we feel we are obtaining from radio advertising." Mr. Plough's firm ran up record sales in 1957 of $29,473,214, up more than $5 million over 1956. Net earnings were up almost $1 million, and Plough stock is being more actively traded than at any time since it went on the New York Stock Exchange in 1946, the firm reports.

The competitiveness of the drug industry plus the need for "good taste" in copy and the watchful eye of the Federal Trade Commission all temper and shape Plough advertising.



for Radio

Competitive drug field, in addition to multi-product line, makes hard demands on firm's ad strategy

Careful research and study go into every campaign for a Plough product, according to Avron Spiro, president of Plough's advertising agency, Lake-Spiro-Shurman Inc. of Memphis. The element of timeliness, attuned to the seasons and the weather, is an important factor.

"There are any number of basic principles to be weighed and analyzed before the copy department takes over," reveals Mr. Spiro, who also serves as account executive on the Plough account and has played an active part in the creative aspects of Plough advertising for more than 25 years.

"Each product, with its own characteristics and appeal, must be carefully analyzed for presentation to the mass audience," he notes, and points to the fundamental questions that must be answered for each product. They include:

- What are the selling points that will bring about an urge-to-buy?
- What is the best technique adaptable to the product—music, dramatization, phrase pattern, celebrity testimonial, local personality?
- What are the listener habits, type of station or stations used, competitive factors?

Added Virtue

"The flexibility and elasticity in the use of radio advertising," says Mr. Spiro, "give it an added virtue of timeliness of appeal, enabling product messages to conform generally to situations or conditions in keeping with the weather or other developments necessitating a change."

The two chief avenues of the sound medium are used to accomplish two major advertising objectives for Plough, says Mr. Spiro. "Network radio is utilized for national coverage, with its relative economy stimulating advantageous application of the vital basic principles of frequency and continuity of impressions.

"Spot radio," he continues, "is used because of its intensive advertising impact in the major markets, thus accounting for significant national business volume among drug dealers."

The approximate number of stations used by Plough include about 900 radio outlets. Of these, more than 200 carry spot announcements in about 100 cities. Also, NBC, CBS and ABC affiliates carry network shows in 450 cities.

Plough recognizes the various advantages of continuous radio advertising as noted by Frank G. Morris, advertising budget manager. "Many radio stations carry a full 52-week advertising schedule for Plough products. This maintains the impact and continuity that are esessential to the successful sale of drug products."

In the past year, he reports, Plough's network activities have included co-sponsorship of NBC *Monitor News* and sponsorship of five-minute newscasts on ABC. The firm is also a sponsor of the *Robert Q. Lewis Show* on CBS, *My True Story* on NBC and has participated in NBC's *Bandstand* program.

Mr. Morris explains that with the manner in which a great many stations and networks establish their rates, continuity of advertising has the advantage of earning maximum discounts for radio advertising.

Spot and Network

At the agency level, Mr. Spiro points out that spot and network radio, like all other media, are employed to take full advantage of their best characteristics. "Network radio," he states, "is a potent force in promoting established products from a standpoint of economical message registrations on a frequent national basis, complementing other media messages.

"On the other hand, spot radio is a powerful tool in selected markets where high frequency, multi-station schedules are used in conjunction with other media. For introduction of new items in major marketing areas," Mr. Spiro says, "saturation spot radio has proved itself extremely valuable in establishing the product story quickly."

Plough's theory of radio advertising, as expressed by Thomas L. Greer, vice president and director of

Plough's Dual Radio Role

Harold R. Krelstein, Plough Stations.

Plough's belief in the strength of radio goes beyond the company's use of the medium as an advertising vehicle. It has been in station ownership for almost 15 years.

"From the very first, when Plough Inc. acquired its first station back in 1944," says Harold R. Krelstein, president of the Plough Stations and a vice president of Plough Inc., "the firm felt that it was a good form of diversification. As more stations have been added and our scope of radio operations enlarged, we have benefitted through increased knowledge and experience."

Plough Inc. buys time from the four stations which it owns and operates like any other advertiser at regular rates, according to Mr. Krelstein. "But," he adds, "our radio stations are certainly a part of the team of Plough Inc. and a 'partner' in the company's progress." Plough Stations are located in four widespread major markets: WJJD Chicago, WCOP Boston, WCAO Baltimore and WMPS Memphis. Mr. Krelstein directs the operations of the station group from Memphis where he was formerly general manager of WMPS. He points out that in the field of operating its own stations, Plough has followed its theory of "more balanced diversification of assets and source of income."

"Our ownership of these stations," Plough's director of advertising, Thomas L. Greer, believes, "gives the company an ever-increasing knowledge of radio as an advertising, merchandising and promotion medium.

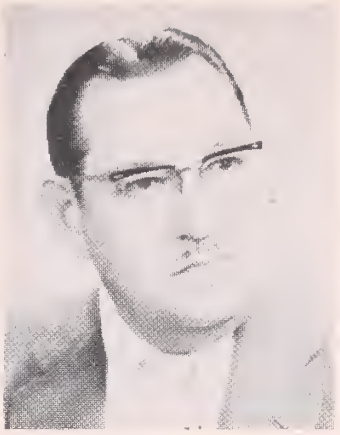
"It is significant to know that in the food field, just as in the drug field, radio has become one of the most successful sources of reaching the consumer," he says. "In Plough's operation of its present four radio stations I am reminded of the fact that General Mills of Minneapolis was one of the first companies actually to have its own radio station.

"They were probably the first," Mr. Greer reasons, "to discover the possibilities of radio with their Betty Crocker program. Their first experience with Betty Crocker and daytime selling was on their own station, and their head start in radio was closely related to and sprung from that early experience."

Plough Inc. purchased its first station in 1944—WMPS Memphis. WJJD Chicago was acquired in 1953, and in 1956 both WCAO Baltimore and WCOP Boston were added to the Plough radio family.

advertising, is to be virtually "on the air everywhere." Plough, he declares, was one of the earliest pioneers in the use of radio advertising, sponsoring a national network show as far back as 1934.

Plough also prides itself on being one of the first advertisers to develop and use dramatized one-minute spot announcements. In addition to performing its various advertising functions, radio is credited with having "added materially to the prestige of the company."



Avron Spiro, Lake-Spiro-Shurman.

Frank G. Morris, ad budget mgr.

Lifeblood of Business

The Plough people have always believed that "advertising and selling are the lifeblood of the business." The company was only a few weeks old when 16-year-old Abe Plough placed an ad in The Memphis *Commercial Appeal* for Plough's Antiseptic Healing Oil. That was in 1908, and in the 50 years since more than $100 million has been spent "to make Plough brand names known throughout the world."

"Some products," says Plough's Mr. Greer, "are by nature of the products themselves easier to sell through radio advertising. It has been the experience of our company that the more simple the product and its use, the more adaptable it is to radio.

"When the product story is such that it can be clearly explained," he suggests, "radio can be one of the most provocative media. It offers the advantage of flexibility as to timing and quick shifts in copy strategy."

Restrictive Forces

The nature of Plough's many products create problems in copy and presentation imposed by two restrictive forces—the Federal Trade Commission and the guidance of "good taste."

"Like all other drug product copy," Mr. Spiro explains, "ours must be written within these limits. In other words, certain creative flights or unusual 'light touch' or humorous techniques might be effectively used in radio spots for some product groups, but they would be out of place in drug copy.

"Therefore," he adds, "our radio copy is generally built—depending on the brands involved—on the scientific, hard-sell or reason-why themes, stressing benefits and advantages for the listener."

Radio's Advantages

The difficulties in creating copy for Plough's various products are overshadowed by radio's many advantages, according to Mr. Spiro, especially the employment of various sound techniques that enable radio to create and maintain a sort of "mood-for-message" background.

"We have found this highly adaptable in spot usage where a wide range of effects are available for making spot messages more fascinating and interesting."

Mr. Spiro also states that "more and more research and testing must be employed to develop the best copy appeals for mass selling. We must have a deeper and better insight into the best ways to help drug dealers sell more of our products."

Although the main business of Plough Inc. remains the drug manufacturing operations centered in Memphis, it has had marked success with its subsidiaries: The Coppertone Corp. of Miami, Fla.; Plough Canada Ltd. of Toronto, Ont.; Plough Export Inc. of Panama; Plough of California Inc. in Los Angeles, and The United Corp. which operates a chain of six retail drug stores located in downtown Memphis.

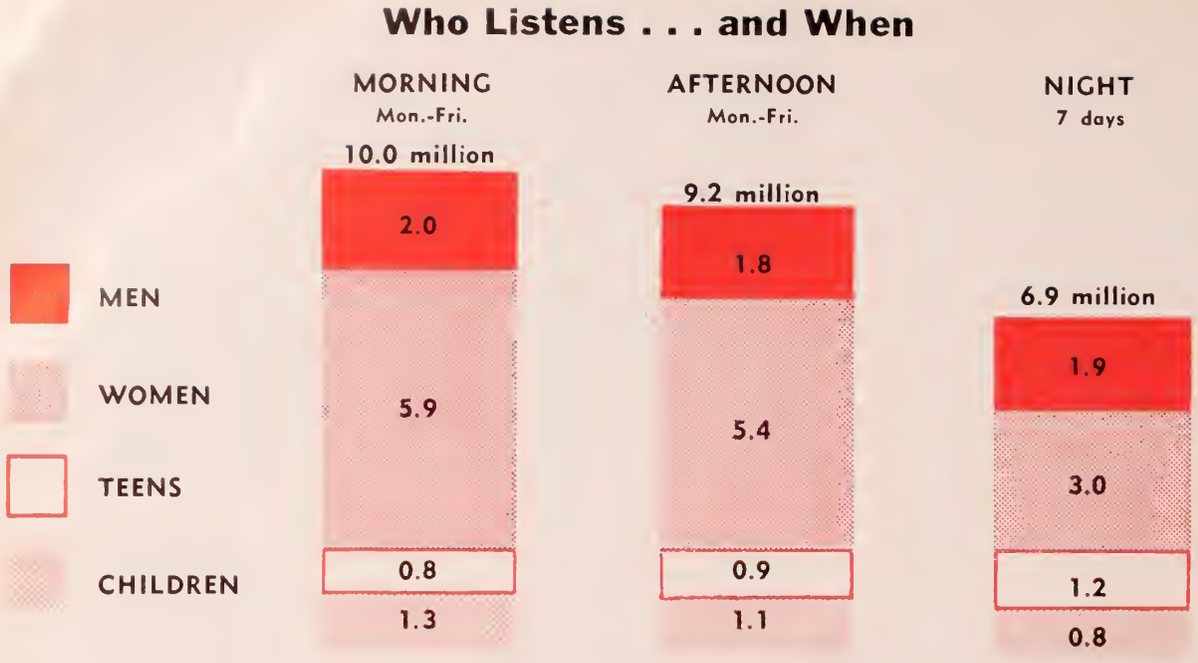
Also, Consolidated Distributors, an unincorporated operating division distributing products of National Distillers Products and McKesson & Robbins Inc. for the western portion of Tennessee, and International Distributors Inc., which manufactures and distributes a line of packaged drugs in the South and border states.

Station Ownership

The addition of these new businesses was in each case, according to Plough, made "to provide a more balanced diversification of assets and source of revenue." It was for these reasons that Plough itself in 1941 went into radio station ownership (see box on adjoining page).

Future plans for Plough Inc. radio advertising include consideration of an even larger spot radio budget, particularly in major marketing areas of the country, the company states.

"We try at all times to keep our advertising plans flexible," reports Frank Morris. "But our past results and experiences over the years with radio as well as our present schedules," says the advertising budget manager, "certainly indicate our continued faith in radio." • • •



All data are average-minute measurements from NRI January 1958 and NRI-NSI National Audience Composition November to December 1957.

Teenagers Are Radio's Small Fry

In a statistical roundup of 'Radio 1958,' A. C. Nielsen Co.'s listening data shows that teenagers are never more than a minority

Americans spend approximately 1.25 billion hours a week listening to the radio with 85 out of 100 homes reached at some time during a typical week.

According to the A. C. Nielsen Co., which reveals these figures in its statistical roundup of "Radio 1958," this not only illustrates the almost unlimited advertising potential inherent in the senior air medium, but also underscores the need for continuing, comprehensive measurement of radio.

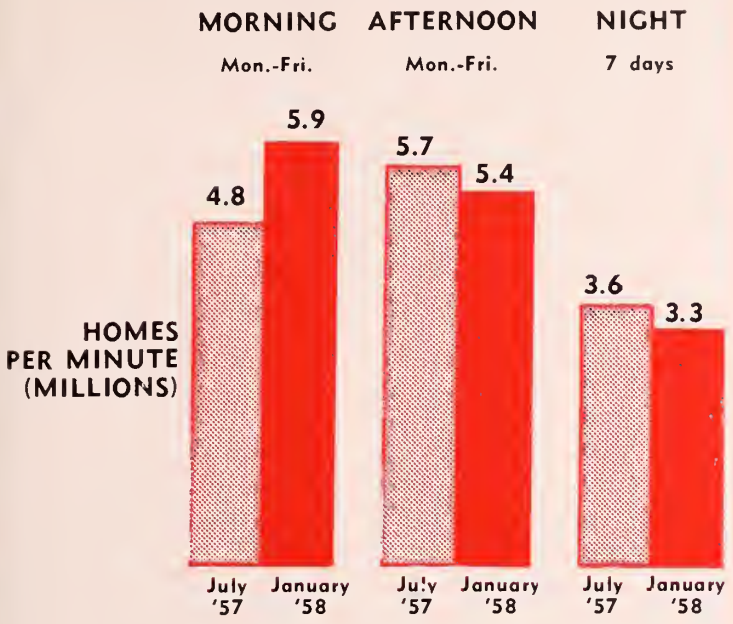
In this report, the firm summarizes its latest findings about the characteristics, sizes and trends of radio audiences and explodes some popular myths in the process—including the beliefs that teenagers dominate afternoon listening and that in-home radio listening levels are much higher in winter than summer.

During the average weekday afternoon, .9 million teenagers are listening to the radio during a given minute compared with 5.4 million women, 1.1 million children and 1.8 million men. During the evening, women still dominate listening with three million tuning in per minute. Teenagers still trail adults with 1.2 million per minute against 1.9 million men. Children in the evening hours drop to .8 million per minute.

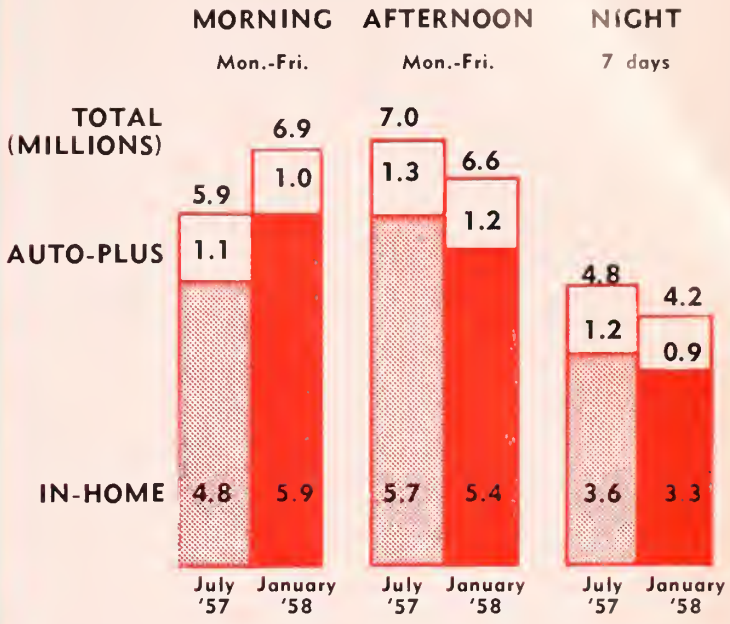
In the morning, women lead the field with a whopping 5.9 million per minute with teenagers at .8 million and men at two million. Children reach their highest listening levels in the morning hours with 1.3 million a minute.

Also coming as somewhat of a surprise to many observers, no doubt, is the Nielsen conclusion that during the weekday afternoon and evening radio's potential "is just about as great in summer as in winter for in-home listening."

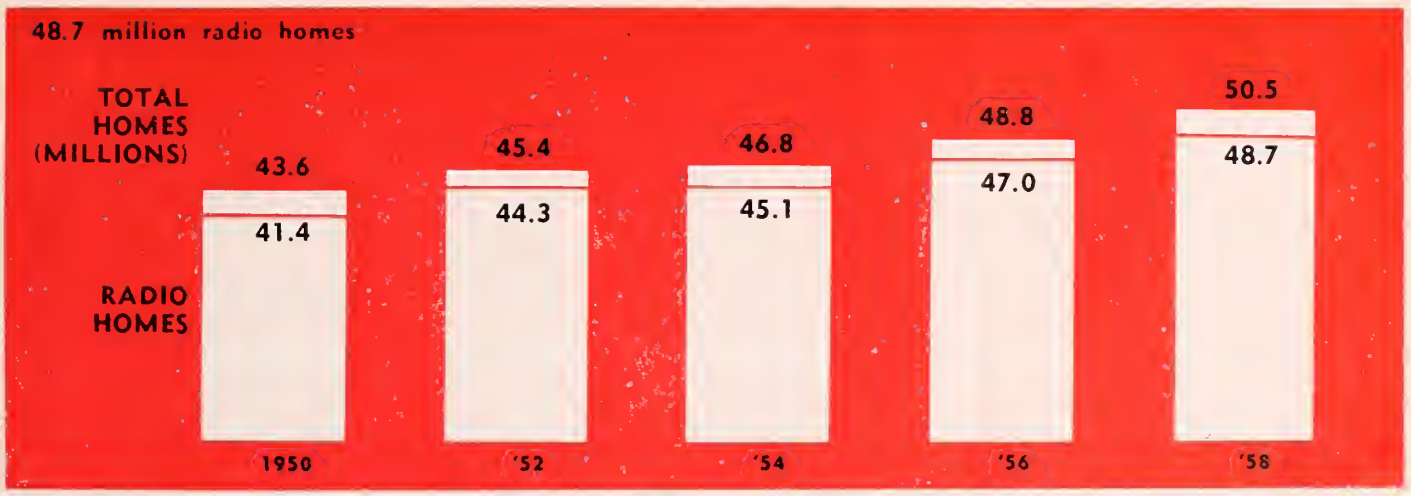
How They Listen in Home . . .



. . . and Out of Home



How Many Homes Can Listen



Specifically, in a given minute on a weekday afternoon last July, 5.7 million radio homes were tuned in opposed to 5.4 million in January 1958. In the evening, 3.6 million were tuned during July against 3.3 million in January on a seven-day basis.

Out-of-home listening is almost equal during the morning hours in summer and winter and does not appear to follow the same seasonal pattern as in-home set tuning during the morning. On a weekday in July, 1.1 million homes were tuned in while one million were listening in January.

"The full reach of radio is not revealed by average-minute measurements," the report states, as it is by the cumulative average weekly audience comparisons outlined above. In the morning, Monday through Friday, 6.2 million homes tune in per minute opposed to 5.9 million in the afternoon and 4.1 million in the evening. In a minute in a total day, 4.2 million homes are listening to the radio.

Geographically, the survey reveals, regardless of regional or urban-rural differences, more than nine out of every 10 homes have at least one radio set. In the North East and East Central and West Central sections of the country, 97 percent of all homes have a radio, one percent above the national average of 96 percent. In the South and Pacific regions, 95 and 96 percent of homes own radios, respectively.

Radio homes have been growing steadily since 1950 all across the country, Nielsen states. In 1950, there were 41.4 million radio homes opposed to 43.6 million total U. S. homes. In 1954, there were 45.1 million radio homes opposed to 46.8 million total homes, and this year out of a total of 50.5 million American households, there are 48.7 million radio homes. • • •

Here, Art Barrie receives the American Legion Community Service Award from Lucas County Commander Charles Phillips.

"...for outstanding services to the community..."

Only four times in 39 years has a community service been of such significance as to merit the Lucas County, Ohio, American Legion Community Service Award, recognized as the highest local award. This rare honor has just been awarded to Art Barrie, People's Opinion Program, and WSPD Radio in Toledo.

"The People's Opinion program was singled out," according to Commander Phillips, "because it provides any citizen easy and ready access to express an idea or opinion. Such expression receives wide coverage. "Definitely," Phillips continued, "our citizens in this area can be and are more informed on local and national issues than others in communities which do not utilize such a medium for a free exchange of ideas. Barrie and WSPD have given re-birth to "town meetings." Our community can only profit from this imaginative radio service."

"Famous on the local scene"

WSPD

SPeeDY

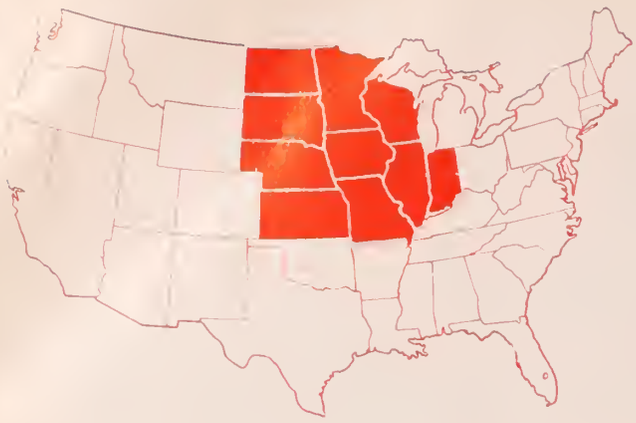
NBC RADIO in **TOLEDO**

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami



Radio Study

Farming, mining, industry, big business — and more — are the essentials of 10 midwestern states that make up almost 20 percent of the country's population and an equal percentage of total retail sales. This area is so diversified that its complexion varies from the gold of its open wheat fields to the gray of its heavily-populated industrial sections.

More than 33,160,000 people (19.22 percent of the total) abound in this region and account for $38,269,416,000 in retail sales (19.06 percent of the total).

The great variety of occupation and living location has placed a pressing demand on communications facilities for information and entertainment. For radio, it has created a need for a great variety in programming—from in-depth farm news analysis to the sophisticated music beat of Gotham. Radio's penetration in this 10-state area stands at 96.8 percent—9,752,000 radio households out of 10,067,300 total households. This total market has 26,175,000 radio sets capable of listening to 593 radio stations (526 am, 67 fm).

In U.S. RADIO's study on the following pages, 10 midwestern states are examined. The economic facts of each state are linked to the radio vital statistics. In addition, the metropolitan areas or the 10 most-populated markets, as defined by *Sales Management*, are analyzed:

Illinois: Population of 9,655,900, with 2,886,500 radio households out of 2,981,900 total households. Radio sets total 7,752,900. Retail sales in 1957 came to $12,574,669,000, up about a billion and a half dollars since 1954. Am stations total 90.

The world's greatest rail center is located in Chicago, which also has the largest stockyards. Illinois is a leading manufacturer of oil refining equipment, electrical, farm and rail machinery. The state ranks fourth in soft coal production and high in steel output.

The state is also an important agricultural area, its chief crops being soybeans, corn, oats and wheat. Hogs, pigs, cattle and poultry all rank in the first 10.

Indiana: Population of 4,504,400, with 1,323,000 radio households out of 1,372,400 total households. Radio sets total 3,568,200. Retail sales in 1957 came to $5,171,535,000, up more than $600,000,000 since 1954. Am stations total 60.

About 351 new industries took root in the state from 1955 through 1957. The amount spent by expanding industries in Indiana was in excess of $502 million for the three-year period.

The principal industries are: Farming, steel and other metals, industrial equipment and machinery, transportation equipment, chemicals and fertilizers, auto batteries and transmissions, rubber and glass products, textiles and clothing, paper packaging and printing, oil refining, leather, veneers and food and meat products.

Iowa: Population of 2,715,600, with 814,200 radio households out of 833,400 total households. Radio sets total 2,166,800. Retail sales in 1957 came to $3,217,190,000, up about $172,000,000 since 1954. Am stations total 59.

Cattle and corn production are this state's chief money-makers, with over 90 percent of the state's land devoted to agriculture and grazing. Iowa ranks second in corn and oat output and fourth in the growth of soybeans. Hog and pig raising is a major occupation and the state consistently ranks in the first three. Sheep and lambs are important sources of revenue, too, as are poultry, eggs and dairy products.

Iowa manufactures farm machinery and printing and publishing equipment as well as vending machines.

Kansas: Population of 2,130,000, with 653,700 radio households out of 671,800 total households. Radio sets total 1,746,700. Retail sales in 1957 came to $2,355,096,000, up $158 million since 1954. Am stations total 43.

Located in the geographical center of the U.S., Kansas joins the manufacturing East with the agricultural Midwest and excels in both fields. Ranking first in winter wheat production, the state also ranks in the first 10 in hay, alfalfa and sweet-clover seed output. Kansas has the second largest stockyards (after Chicago) in the U.S., located in Kansas City.

Traffic Flow

Fort Wayne reports that its engineering department has measured traffic flow to determine the out-of-home audience created by car radio. Peak driving time is from 4 to 5 p.m. in this industrial area followed by the 3 to 4 p.m. and 7 to 8 a.m. periods. But the interesting point is that from 11 a.m. to 9 p.m., excluding the peak periods, traffic is uniformally high—showing an even flow throughout the day.

of 10 Midwest States

Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin

The state also is a large cattle producer with approximately one fifth of the animals passing through the stockyards coming from its own ranches and farms. Petroleum is the most important mineral with output reaching fifth place for the entire country. Helium and natural gas are also growing industries.

Minnesota: Population of 3,313,000, with 929,200 radio households out of 955,100 total households. Radio sets total 2,483,300. Retail sales in 1957 came to $3,942,504,000, up almost $500,000,000 since 1954. Am stations total 58.

Minneapolis is the largest cash grain market in the world and the state as a whole is a primary producer of rye, barley, soybeans and flaxseed ranking in the first 10 for all. Minnesota is number one in sweetclover seed output, oat production and places third in corn.

Dairy products, fish and furs are also large revenue earners along with milk cattle. Iron ore and non-electrical machinery constitute the state's principle mineral and manufacturing output.

Missouri: Population of 4,290,900, with 1,288,100 radio households out of 1,344,600 total households. Radio sets total 3,496,000. Retail sales in 1957 came to $5,032,462,000, up more than $500,000,000 since 1954. Am stations total 78.

The most dramatic developments in this state are in the transportation and communications field. According to the state, new building includes TWA's $25 million jet engine overhaul base in Kansas City; General Motors' $25 million expansion in the same city; Chrysler's $50 million new plant near St. Louis; Royal-McBee's $4 million new plant at Springfield for typewriter manufacture, and Western Electric's $60 million plant at Lee's Summit.

Among the state's leading industries are farming, transportation equipment, food products, chemical products, machinery, fabricated metal products, leather and leather products and electrical machinery.

Nebraska: Population of 1,413,700, with 420,700 radio households out of 432,400 total households. Radio sets total 1,124,200. Retail sales in 1957 came to $1,712,753,000, up about $126 million since 1954. Am stations total 32.

With 46.8 percent of its population residing in rural areas, Nebraska ranks high in agricultural output. The state boasts the largest underground water supply system in the U.S. and has surmounted its natural aridity to become the third greatest wheat producing state in the country. Rye, cattle, hogs and hay are also principle products.

In addition to food and kindred products, Nebraska is an important manufacturer of printing and publishing machinery and other non-electrical machinery. Mineral resources are largely in oil and sand and gravel stone.

North Dakota: Population of 636,300, with 164,700 radio households out of 170,100 total households. Radio sets total 442,300. Retail sales in 1957 came to $753,895,000, up approximately $90 million since 1954. Am stations total 17.

This state leads the nation in mechanization of agriculture and, as a result, the farmers have been outstanding customers of the farm implement industry.

Although farming is the major livelihood for most of the state's inhabitants, with wheat, barley and rye the principle products, the oil industry has been expanding rapidly in recent years. An estimated $90 million a year is being spent in exploration by oil concerns and about $35 million goes to oil refining.

South Dakota: Population of 680,100, with 191,900 radio households out of 196,600 total households. Radio sets total 511,200. Retail sales in 1957 came to $752,898,000, up almost $75,000,000 since 1954. Am stations total 18.

More than 90 percent of the land is in farms and the state ranks second in rye, third in durum wheat, flaxseed and wild hay. Oats, corn, alfalfa, spring wheat and sweetclover seed are also important crops. Livestock is extremely significant.

South Dakota prides itself on being one of the few states that is entirely free of debt. Manufacturing is growing at a rapid rate with 22 new industries having been established within its borders last year.

The state is rich in mineral resources and leads the nation in gold production.

Wisconsin: Population of 3,820,100, with 1,080, 200 radio households out of 1,109,000 total households. Radio sets total 2,883,400. Retail sales in 1957 came to $4,557,504,000, up about $700 million since 1954. Am stations total 71.

Dairy products are king in this state, which is number one producer in the country. Cattle, hogs, pigs, turkeys, chicken and horses also abound. Wisconsin, in addition, is a considerable producer of corn, oats and flaxseed.

Although most of the manufacturing is in heavy industry, such as farm implements, most people tend to think first of its beer output. Paper is another principle product.

(Cont'd)

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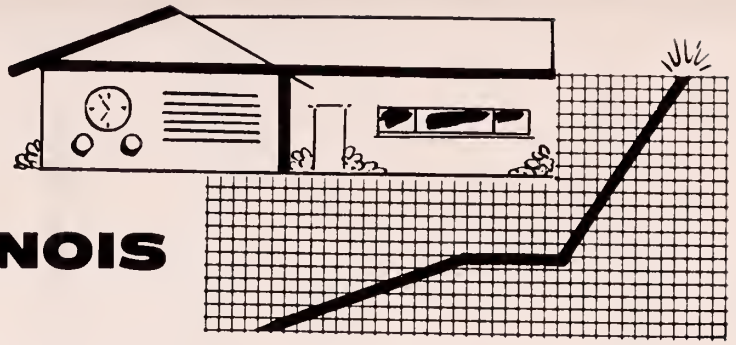
MARKET STUDY

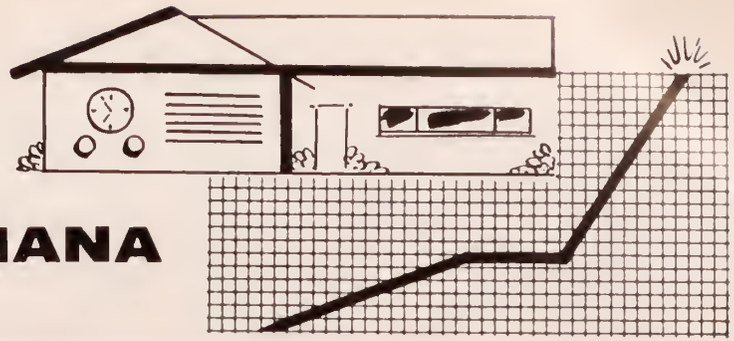


ILLINOIS

	State Totals	Bloomington (McLean)	Champaign-Urbana (Champaign)	Chicago (Cook)	Danville (Vermilion)	Decatur (Macon)	Galesburg (Knox)	Kankakee (Kankakee)	Peoria (Peoria)	Quincy (Adams)	Rockford (Winnebago)	Rock Island-Moline* Dav. (Rock Island)	Springfield (Sangamon)
Population (Thousands)	9,655.9	90.0	125.9	6,266.2	92.0	112.6	57.5	86.0	281.2	66.5	184.7	267.1	140.2
Effective Buying Income (Net dollars 000)	20,225,403	171,629	273,718	14,504,066	165,537	215,697	106,532	134,935	559,524	108,015	380,515	507,483	270,343
No. of Households (Thous.)	2,981.9	28.0	33.3	1,923.3	29.4	36.0	18.8	22.0	87.1	21.3	58.4	82.0	45.5
Radio Households (Thous.)	2,886.5	27.2	32.3	1,865.6	28.5	34.9	18.0	21.3	84.5	20.7	56.6	79.5	44.1
No. of Radio Sets (Thous.)	7,752.9	72.8	86.6	5,000.6	76.4	93.6	48.9	57.2	226.5	55.4	151.8	213.2	118.3
Household Penetration (%)	968	97	97	97	97	97	96	97	97	97	97	97	97
Set Sales (Units, 1957)	804,021	3,035	5,204	681,643	2,637	8,044	2,220	3,149	16,765	2,896	10,003	17,050	4,379
No. of Am Stations	90	1	2	13	2	2	2	1	4	2	2	2	3
Daytime Stations	53	----	1	3	----	1	1	1	1	----	1	----	----
Fulltime Stations	37	1	1	10	2	1	1	----	3	2	1	2	3
Independent Stations	71	----	2	10	1	1	2	1	1	----	1	----	----
Affiliated Stations (National Net.)	19	1	----	3	1	1	----	----	3	2	1	2	3
No. of Fm Stations	27	1	1	5	----	1	----	----	1	2	1	1	1
Retail Sales ($000)	12,574,669	103,748	141,758	8,674,138	116,052	163,153	79,229	104,798	370,963	75,205	268,371	337,639	204,058
Food Sales ($000)	2,831,138	21,902	28,007	1,971,279	27,343	35,789	16,848	24,796	83,112	17,511	56,352	76,236	40,988
Drug Sales ($000)	389,569	3,244	4,757	285,831	4,132	3,504	2,567	2,423	10,886	2,738	8,383	11,273	7,590
Automotive Sales ($000)	2,268,724	18,245	28,183	1,426,174	23,007	36,544	16,810	21,068	76,268	11,845	52,158	65,434	35,419
Gas Station Sales ($000)	809,709	9,910	12,313	480,536	8,959	12,639	6,164	8,441	26,663	3,979	18,712	25,760	16,786
Furn.-Household Appliance Sales ($000)	612,939	5,477	5,993	418,445	6,568	8,482	5,057	6,164	21,934	5,203	19,460	16,134	12,957

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)
*Only radio stations licensed to state are listed.

MARKET STUDY

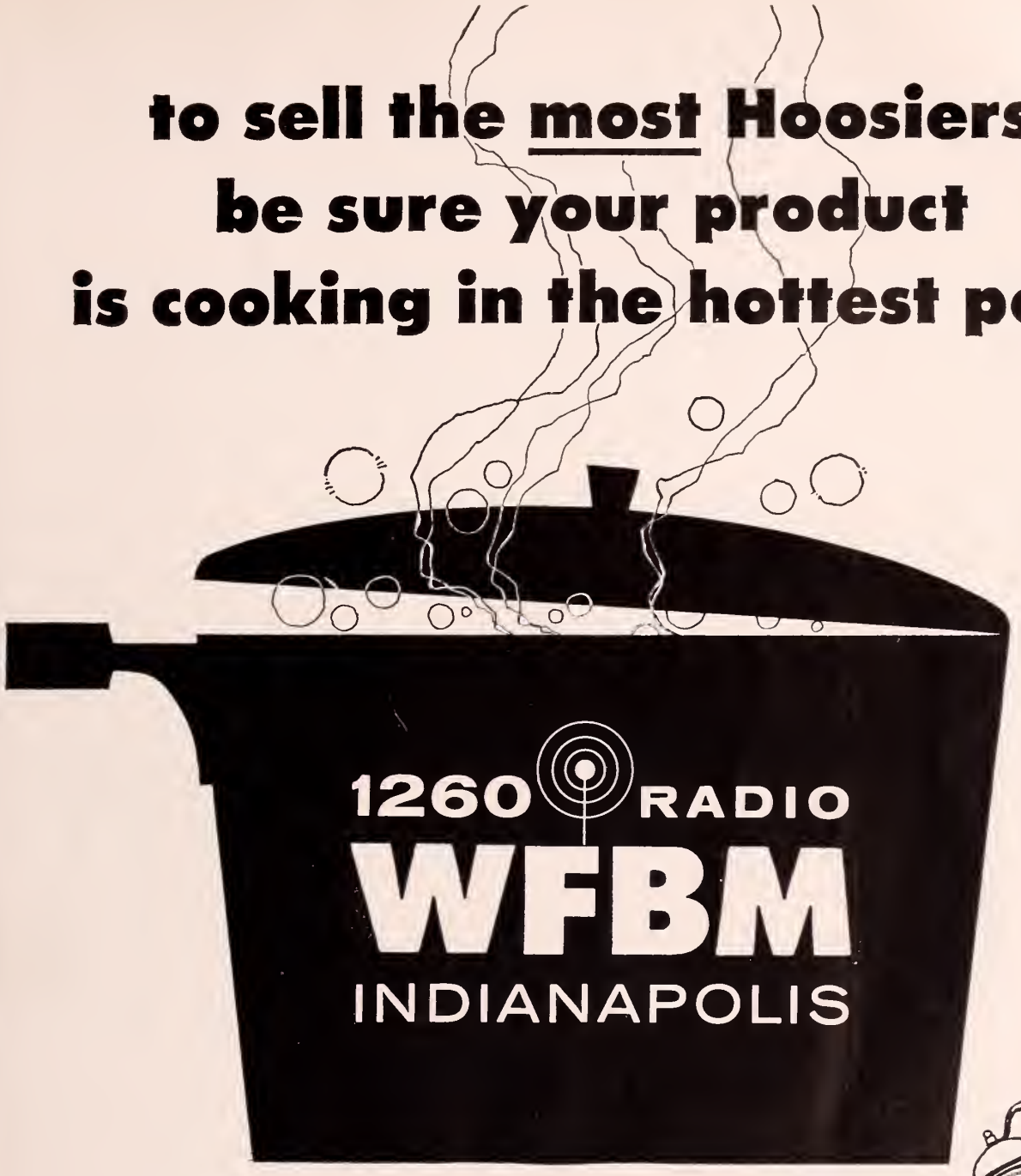


INDIANA

	State Totals	Anderson (Madison)	Elkhart (Elkhart)	Evansville (Vander-) burgh)	Ft. Wayne (Allen)	Indian-apolis (Marion)	Kokomo (Howard)	Lafayette (Tippe-canoe)	Marion (Grant)	Michigan City (La Porte)	Muncie (Delaware)	Rich-mond (Wayne)	South Bend (St. Joseph)	Terre Haute (Vigo)
Population (Thousands)	4,504.4	120.5	98.1	220.5	222.8	640.0	63.0	86.9	74.1	90.0	108.2	77.2	240.0	106.0
Effective Buying Income (Net dollars 000)	8,041,068	216,792	189,314	376,309	450,673	1,388,855	113,967	168,142	116,195	149,916	196,784	133,635	529,860	191,202
No. of Households (Thous.)	1,372.4	37.9	30.7	68.3	69.1	202.3	19.5	24.4	22.6	26.8	33.8	23.3	71.4	34.6
Radio Households (Thous.)	1,323.0	37.1	29.5	65.6	67.0	196.2	18.9	23.7	21.9	25.0	32.8	22.6	69.3	33.2
No. of Radio Sets (Thous.)	3,568.2	98.5	79.8	177.6	179.7	526.0	50.7	63.4	58.8	69.7	87.8	60.6	185.6	90.0
Household Penetration (%)	96.4	98	96	96	97	97	97	97	97	97	97	97	97	96
Set Sales (Units, 1957)	182,597	3,189	4,090	6,818	8,727	41,745	2,061	2,738	3,671	3,866	2,964	4,426	10,699	4,874
No. of Am Stations	60	2	2	4	4	6	1	1	2	1	1	1	3	3
Daytime Stations	30	1	1	1	—	2	—	—	1	—	—	—	1	1
Fulltime Stations	30	1	1	3	4	4	1	1	1	1	1	1	2	2
Independent Stations	36	1	1	1	1	3	—	—	1	1	—	—	—	1
Affiliated Stations (National Net.)	24	1	1	3	3	3	1	1	1	—	1	1	3	2
No. of Fm Stations	13	—	1	1	—	1	—	—	1	—	1	—	—	1
Retail Sales ($000)	5,171,535	138,989	129,711	244,839	281,916	934,631	73,260	95,094	72,681	108,981	120,288	90,149	289,562	129,118
Food Sales ($000)	1,150,250	33,238	28,661	58,617	48,134	180,080	17,135	19,736	17,189	27,781	28,655	19,940	63,696	26,646
Drug Sales ($000)	172,206	5,265	3,009	8,965	8,709	44,194	2,107	4,531	2,493	3,440	3,889	3,177	9,318	4,544
Automotive Sales ($000)	1,097,077	30,493	30,263	40,746	61,574	202,890	15,423	16,783	14,800	20,614	24,940	19,553	59,353	27,007
Gas Station Sales ($000)	431,834	10,951	9,763	20,998	21,307	65,976	4,222	7,200	6,436	9,621	8,655	7,160	22,077	8,973
Furn.-Household Appli-ance Sales ($000)	267,138	7,918	6,718	16,032	15,496	50,585	4,086	4,802	3,784	3,946	8,195	6,183	17,979	5,944

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



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Voices . . . voices . . . voices! A greater variety of personalities in programming than on any other station give WFBM's "sound" a big total audience . . . provides the most exciting background in Indianapolis for your product selling.

This program variety means more pulling power . . . gets *more audience turnover* hour after hour. That is why your saturation spot schedule works more effectively and accumulates a greater total audience. Ask us how WFBM can sell for *you* in this big, rich midwest market!

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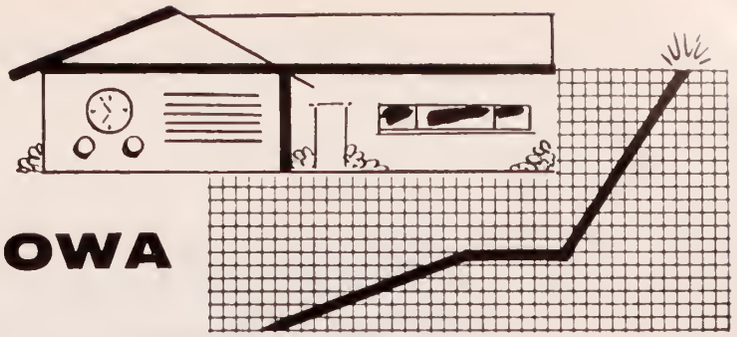
MARKET STUDY



IOWA

	State Totals	Cedar Rapids (Linn)	Clinton (Clinton)	Council Bluffs (Pottawa-tamie)	Dav.*-R. I. Moline (Scott)	Des Moines (Polk)	Dubuque (Dubuque)	Mason City (Cerro Gordo)	Ottumwa (Wapello)	Sioux City (Wood-bury)	Waterloo (Black-Hawk)
Population (Thousands)	2,715.6	123.0	55.7	72.5	267.1	257.0	77.4	52.1	51.1	114.0	116.5
Effective Buying Income (Net dollars 000)	4,179,445	217,307	88,371	109,334	507,483	481,464	122,124	86,553	76,181	194,191	206,405
No. of Households (Thous.)	833.4	39.4	17.2	22.3	82.0	83.3	20.7	16.3	16.4	35.9	35.4
Radio Households (Thous.)	814.2	38.6	16.9	21.9	79.5	81.6	20.3	16.0	15.9	35.2	34.7
No. of Radio Sets (Thous.)	2,166.8	102.4	44.7	58.0	213.2	216.6	53.8	42.3	42.6	93.3	92.0
Household Penetration (%)	97.7	98	98	98	97	98	98	98	97	98	98
Set Sales (Units, 1957)	118,768	6,921	3,038	3,436	17,050	14,876	6,043	1,570	2,224	7,203	3,906
No. of Am Stations	59	3	2	1	3	6	2	3	2	3	3
Daytime Stations	25	—	1	1	1	—	—	1	1	—	1
Fulltime Stations	34	3	1	—	2	6	2	2	1	3	2
Independent Stations	40	1	1	—	1	2	—	2	1	3	1
Affiliated Stations (National Net.)	19	2	1	1	2	4	2	1	1	—	2
No. of Fm Stations	7	—	1	—	1	1	1	1	—	—	—
Retail Sales ($000)	3,247,190	170,644	80,637	75,424	337,639	356,209	100,763	72,441	50,241	148,463	149,304
Food Sales ($000)	641,258	32,695	15,486	18,490	76,236	72,050	21,212	13,152	12,122	28,076	30,167
Drug Sales ($000)	90,026	6,054	1,838	2,745	11,273	12,623	3,564	2,013	1,954	4,903	4,366
Automotive Sales ($000)	640,903	32,388	18,647	14,266	65,434	84,153	16,376	14,066	9,627	33,135	30,852
Gas Station Sales ($000)	278,174	11,678	4,833	8,130	25,760	29,094	7,494	4,542	4,024	9,957	10,395
Furn.-Household Appli-ance Sales ($000)	151,671	13,928	3,377	3,334	16,134	18,263	4,907	5,346	3,169	5,965	9,456

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

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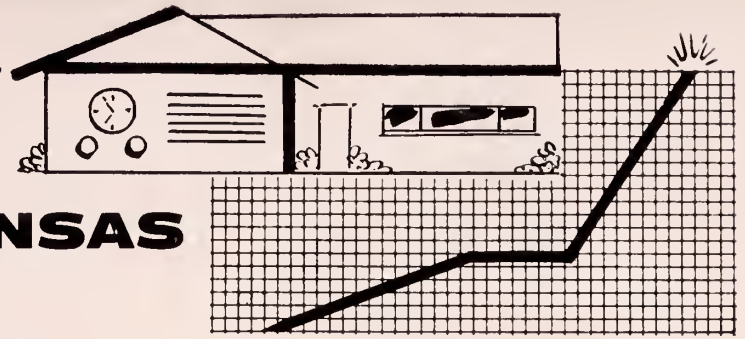
MARKET STUDY



KANSAS

	State Totals	Arkansas City-Winfield (Cowley)	Coffeyville Independence (Montgmy)	El Dorado (Butler)	Hutchinson (Reno)	Kansas City (Wyandotte)	Leavenworth (Leavenworth)	Pittsburg (Crawford)	Salina (Saline)	Topeka (Shawnee)	Wichita (Sedgwick)
Population (Thousands)	2,130.0	38.1	48.4	37.9	60.0	200.6	41.0	40.4	43.7	128.5	321.6
Effective Buying Income (Net dollars 000)	3,251,714	51,587	67,746	54,786	91,755	310,043	59,307	51,600	69,450	214,685	549,758
No. of Households (Thous.)	671.8	12.4	16.7	12.4	19.6	62.5	11.3	14.0	14.1	41.9	105.7
Radio Households (Thous.)	653.7	12.0	16.2	12.0	19.0	61.3	11.0	13.6	13.7	41.1	103.6
No. of Radio Sets (Thous.)	1,746.7	32.2	43.4	32.2	51.0	162.5	29.4	36.4	36.7	108.9	274.8
Household Penetration (%)	97.3	97	97	97	97	98	97	97	98	98	98
Set Sales (Units, 1957)	84,406	1,834	2,007	1,070	2,359	5,661	1,856	962	1,771	6,133	20,518
No. of Am Stations	43	1	2	1	2	1	1	2	1	4	5
Daytime Stations	22	—	1	1	—	—	1	—	—	—	—
Fulltime Stations	21	1	1	—	2	1	—	2	1	4	5
Independent Stations	28	1	—	1	1	1	1	1	—	1	3
Affiliated Stations (National Net.)	15	—	2	—	1	—	—	1	1	3	2
No. of Fm Stations	1	—	—	—	—	—	—	—	—	—	1
Retail Sales ($000)	2,355,096	46,389	55,631	48,037	69,907	175,729	31,105	39,126	65,263	165,728	419,938
Food Sales ($000)	523,118	9,666	14,151	9,814	14,176	45,223	8,283	10,041	12,367	35,923	84,754
Drug Sales ($000)	83,253	1,354	1,941	1,216	2,060	7,325	1,192	1,445	1,677	5,884	15,988
Automotive Sales ($000)	557,858	12,260	12,904	11,878	16,678	49,579	7,814	7,078	17,811	34,206	96,475
Gas Station Sales ($000)	218,091	4,364	4,846	6,617	4,582	14,013	1,776	3,503	5,410	13,675	31,344
Furn.-Household Appliance Sales ($000)	117,730	1,894	3,280	2,056	3,925	8,602	1,634	3,570	2,375	14,126	24,670

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

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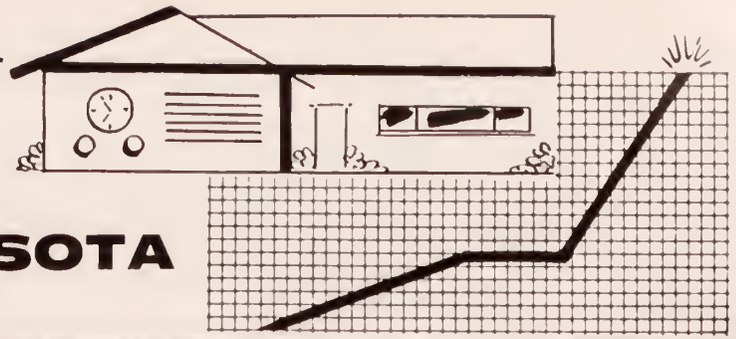


MINNESOTA

	State Totals	Anoka (Anoka)	Duluth-* Superior (St. Louis)	Faribault (Rice)	Fergus Falls (Otter Tail)	Mankato-N. Mankato (Blue Earth)	Minn.-St. Paul (Hennepin, Ramsey)	Rochester (Olmstead)	St. Cloud (Benton, Sherburne Stearns)	Stillwater (Washington)	Winona (Winona)
Population (Thousands)	3,313.0	59.1	272.1	39.5	49.3	41.4	1,329.4	50.5	83.0	41.2	40.6
Effective Buying Income (Net dollars 000)	5,354,843	84,103	451,763	53,153	56,539	67,057	2,624,022	85,725	106,839	59,542	58,059
No. of Households (Thous.)	955.1	16.0	83.6	9.5	13.2	11.9	401.5	14.0	19.6	11.4	11.6
Radio Households (Thous.)	929.2	15.7	81.1	9.3	12.9	11.7	393.5	13.6	19.0	11.2	11.4
No. of Radio Sets (Thous.)	2,483.3	41.6	217.4	24.7	34.3	30.9	1,043.9	36.4	51.0	29.6	30.2
Household Penetration (%)	97.3	98	97	98	97	97	98	97	97	98	97
Set Sales (Units, 1957)	147,956	626	13,376	649	1,034	1,691	83,158	3,106	2,465	992	1,788
No. of Am Stations	58	1	2	1	1	2	9	2	2	1	2
Daytime Stations	20	1	—	—	—	—	3	1	—	1	1
Fulltime Stations	38	—	2	1	1	2	6	1	2	—	1
Independent Stations	34	1	—	1	—	—	6	1	1	1	1
Affiliated Stations (National Net.)	24	—	2	—	1	2	3	1	1	—	1
No. of Fm Stations	5	—	—	—	—	1	2	—	1	—	1
Retail Sales ($000)	3,942,504	36,611	327,547	34,349	45,143	66,760	1,763,103	84,442	85,915	34,266	42,313
Food Sales ($000)	815,219	12,038	84,342	7,089	8,184	12,649	386,427	11,943	13,493	8,967	8,306
Drug Sales ($000)	116,538	1,265	9,404	977	1,359	1,683	60,751	3,999	3,015	967	1,066
Automotive Sales ($000)	730,730	5,254	62,025	7,445	7,757	13,916	306,801	16,511	18,850	6,676	10,015
Gas Station Sales ($000)	298,989	4,237	23,202	3,347	4,204	5,625	115,487	5,891	5,478	3,455	2,068
Furn.-Household Appliance Sales ($000)	173,690	1,342	16,919	1,418	2,029	3,896	92,584	5,952	2,942	879	1,927

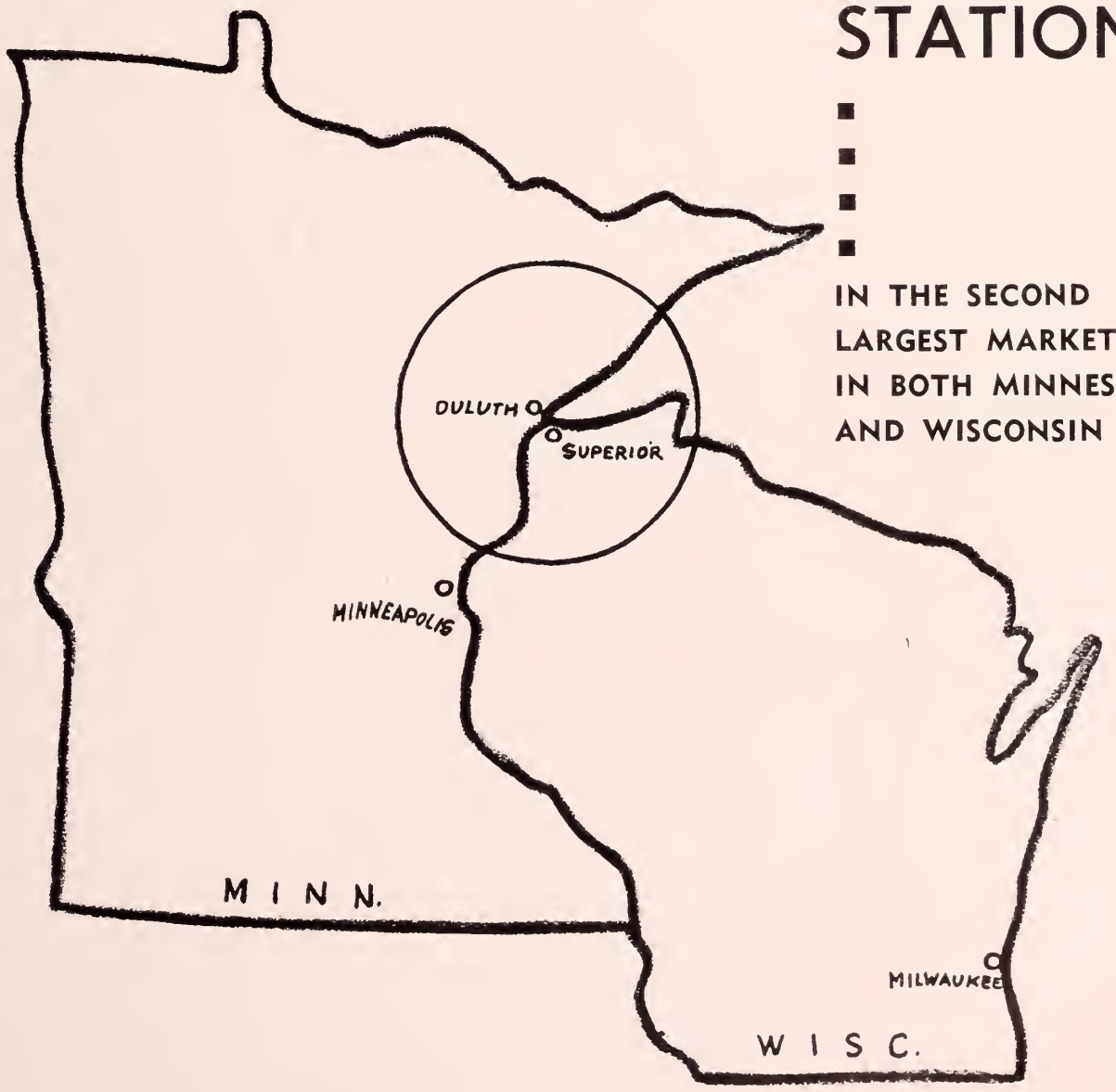
Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)
*Only radio stations licensed to state are listed.

WEBC

DULUTH • SUPERIOR

THE NUMBER ONE STATION*

IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

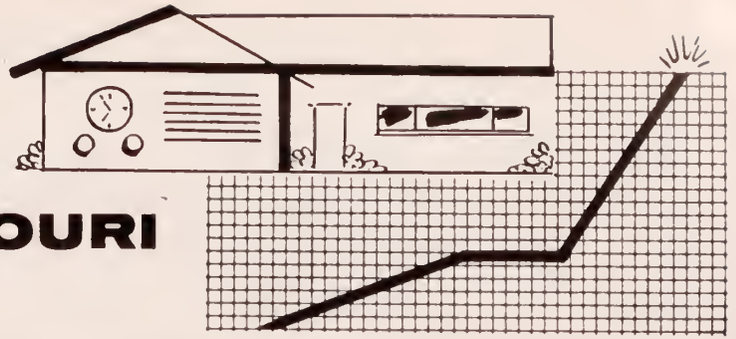


TIMEBUYERS

Watch for new WEBC *"Prize Dial"*—coming soon.

* SEE CURRENT HOOPER AND PULSE RATINGS

MARKET STUDY

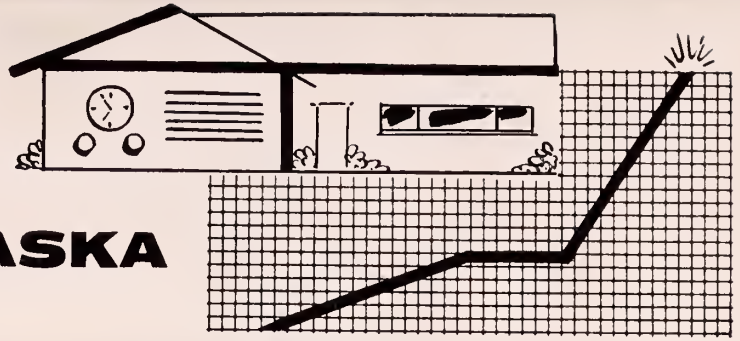


MISSOURI

	State Totals	Cape Girardeau (Cape Girardeau)	Columbia (Boone)	Independence (Jackson)	Jefferson City (Cole)	Joplin (Jasper & Newton)	Kansas City (Clay & Jackson)	St. Charles (St. Charles)	St. Joseph (Buchanan)	St. Louis (St. Louis)	Springfield (Greene)
Population (Thousands)	4,290.9	38.5	52.0	602.1	41.0	112.0	1,009.2	38.0	102.5	1,965.1	120.4
Effective Buying Income (Net dollars 000)	7,267,137	55,798	89,956	1,312,482	63,302	161,064	2,048,915	57,251	178,066	3,855,393	193,364
No. of Households (Thous.)	1,344.6	11.6	14.6	203.2	11.2	37.5	331.0	10.9	32.4	605.1	39.9
Radio Households (Thous.)	1,288.1	11.1	14.0	197.1	10.8	35.6	321.1	10.5	31.1	586.9	38.7
No. of Radio Sets (Thous.)	3,496.0	30.2	38.0	528.3	29.1	97.5	860.6	28.3	84.2	1,573.3	103.7
Household Penetration (%)	95.8	96	96	97	97	95	97	96	96	97	97
Set Sales (Units, 1957)	248,802	1,073	1,667	62,322	1,529	6,540	71,772	1,532	4,686	129,292	5,622
No. of Am Stations	78	2	2	1	2	3	6	1	3	8	4
Daytime Stations	38	1	1	1	1	—	2	1	1	2	—
Fulltime Stations	40	1	1	—	1	3	4	—	2	6	4
Independent Stations	62	2	1	1	1	1	3	1	2	6	1
Affiliated Stations (National Net.)	16	—	1	—	1	2	3	—	1	2	3
No. of Fm Stations	7	—	—	—	—	1	1	—	—	1	1
Retail Sales ($000)	5,032,462	54,695	49,078	979,278	46,344	136,081	1,400,326	43,799	116,020	2,371,018	142,865
Food Sales ($000)	1,075,898	11,279	10,886	167,117	10,257	28,315	271,964	9,097	26,425	593,231	29,377
Drug Sales ($000)	187,270	1,617	1,815	50,702	1,493	3,545	69,987	1,125	5,583	82,573	6,026
Automotive Sales ($000)	979,012	10,788	9,517	181,280	10,249	34,565	273,735	9,878	23,124	451,056	29,669
Gas Station Sales ($000)	397,094	5,139	4,474	48,991	3,290	14,284	82,550	3,755	7,201	174,016	12,167
Furn.-Household Appliance Sales ($000)	245,486	4,166	2,536	46,632	2,479	4,930	62,025	1,780	8,532	127,675	9,003

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958 Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

MARKET STUDY

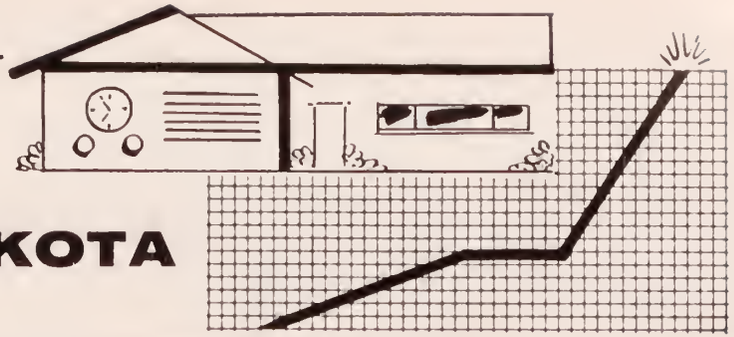


NEBRASKA

	State Totals	Beatrice (Gage)	Fremont (Dodge)	Grand Island (Hall)	Hastings (Adams)	Kearney (Buffalo)	Lincoln (Lancaster)	Norfolk (Madison)	N. Platte (Lincoln)	Omaha (Douglas)	Scottsbluff (Scotts Bluff)
Population (Thousands)	1,413.7	26.8	29.9	38.8	32.9	26.0	143.9	26.0	30.2	420.2	36.1
Effective Buying Income (Net dollars 000)	2,090,518	33,844	46,795	58,733	42,940	34,770	254,561	33,082	45,892	712,533	51,878
No. of Households (Thous.)	432.4	8.0	9.6	12.2	9.6	8.2	45.8	7.9	9.2	127.8	10.8
Radio Households (Thous.)	420.7	7.8	9.4	11.8	9.4	8.0	44.9	7.7	8.9	125.2	10.5
No. of Radio Sets (Thous.)	1,124.2	20.8	25.0	31.7	25.0	21.3	119.1	20.5	23.9	332.3	28.1
Household Penetration (%)	97.3	98	98	97	98	97	98	97	97	98	97
Set Sales (Units, 1957)	58,283	895	1,196	1,156	1,897	1,200	7,339	1,032	858	27,442	1,772
No. of Am Stations	32	1	1	2	1	2	3	1	1	6	2
Daytime Stations	13	—	1	1	—	1	—	1	—	2	—
Fulltime Stations	19	1	—	1	1	1	3	—	1	4	2
Independent Stations	21	1	1	1	1	1	1	1	—	4	—
Affiliated Stations (National Net.)	11	—	—	1	—	1	2	—	1	2	2
No. of Fm Stations	—	—	—	—	—	—	—	—	—	—	—
Retail Sales ($000)	1,712,753	32,499	45,048	49,389	42,365	33,726	175,245	40,365	36,419	531,398	48,980
Food Sales ($000)	327,481	6,516	7,944	9,562	8,684	4,663	30,024	7,232	6,813	109,550	9,613
Drug Sales ($000)	52,913	932	759	2,158	1,216	1,057	6,612	772	1,348	18,594	1,321
Automotive Sales ($000)	342,614	7,300	6,466	8,278	8,507	6,759	28,828	8,143	5,961	112,593	11,294
Gas Station Sales ($000)	160,510	3,285	4,020	5,359	4,116	3,380	14,233	3,996	5,384	36,778	3,762
Furn.-Household Appliance Sales ($000)	82,061	1,741	2,037	2,670	3,293	2,478	9,108	2,391	2,134	29,911	2,323

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

MARKET STUDY



NORTH DAKOTA

	State Totals	Bismarck (Burleigh)	Farga (Cass)	Grafton (Walsh)	Grand Farks (Grand Forks)	Jamestawn (Stutsman)	Mandan (Marton)	Minat (Ward)	Valley City (Barnes)	Wahpetan (Richland)	Willistan (Williams)
Population (Thousands)	636.3	33.2	68.7	20.3	84.9	27.2	21.5	42.2	17.4	20.4	30.5
Effective Buying Income (Net dollars 000)	836,612	46,824	113,036	25,214	124,615	32,084	25,867	67,269	19,377	27,799	43,928
No. of Households (Thous.)	170.1	9.3	19.4	4.6	23.4	6.8	5.5	11.9	4.8	5.6	9.2
Radio Households (Thous.)	164.7	9.0	19.0	4.5	22.7	6.6	5.3	11.5	4.7	5.4	8.6
No. of Radio Sets (Thous.)	442.3	24.2	50.4	12.0	60.8	17.7	14.3	30.9	12.5	14.6	23.9
Household Penetration (%)	96.8	97	98	97	97	97	97	97	97	97	96
Set Sales (Units, 1957)	22,829	1,358	5,142	509	3,428	953	497	1,886	578	593	642
No. of Am Stations	17	2	3	—	2	2	—	3	1	1	1
Daytime Stations	1	—	—	—	—	—	—	1	—	—	—
Fulltime Stations	16	2	3	—	2	2	—	2	1	1	1
Independent Stations	5	1	—	—	—	—	—	1	—	1	1
Affiliated Stations (National Net.)	12	1	3	—	2	2	—	2	1	—	—
No. of Fm Stations	—	—	—	—	—	—	—	—	—	—	—
Retail Sales ($000)	753,895	43,698	108,684	21,697	116,517	31,600	22,123	68,691	19,894	21,134	34,030
Food Sales ($000)	128,682	7,352	16,456	3,646	20,619	5,644	4,605	10,386	3,979	3,738	6,067
Drug Sales ($000)	21,463	1,573	2,789	413	2,302	925	579	3,348	392	486	934
Automotive Sales ($000)	159,882	12,968	25,506	4,465	22,156	6,623	3,537	14,994	3,573	3,798	8,528
Gas Station Sales ($000)	57,140	2,343	6,722	1,365	10,453	2,954	2,466	5,157	1,394	1,589	2,902
Furn.-Household Appliance Sales ($000)	26,778	1,725	4,571	427	6,833	1,405	802	4,530	674	976	1,540

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

More than TWICE as many listeners as the No. 2 station!

More listeners than the No. 2 and No. 3 stations COMBINED!

More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

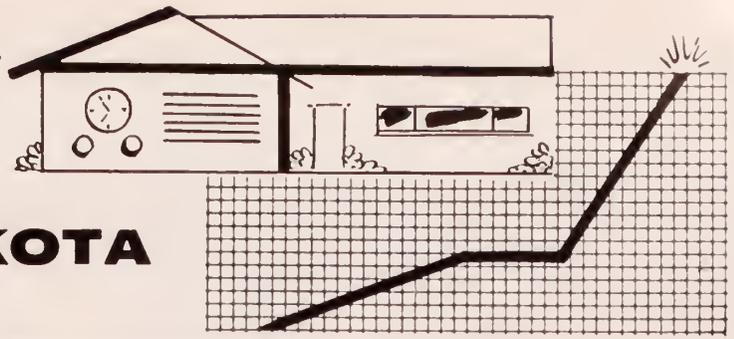
WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

MARKET STUDY

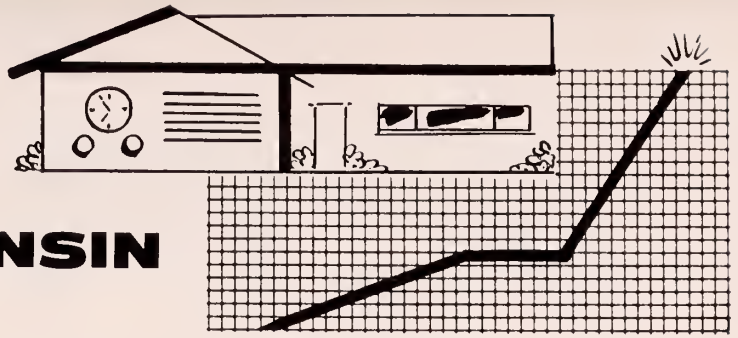


SOUTH DAKOTA

	State Totals	Aberdeen (Brown)	Brookings (Brookings)	Huron (Beadle)	Mitchell (Davison)	Pierce (Hughes)	Rapid City (Pennington)	Sioux Falls (Minnehaha)	Watertown (Codington)	Yankton (Yankton)
Population (Thousands)	680.1	35.1	19.4	22.1	18.3	12.2	60.0	86.0	20.4	18.5
Effective Buying Income (Net dollars 000)	888,340	50,754	26,092	30,666	28,337	20,345	87,071	139,742	28,426	21,413
No. of Households (Thous.)	196.6	10.6	5.5	6.8	5.6	3.3	18.8	26.6	6.2	4.8
Radio Households (Thous.)	191.9	10.4	5.4	6.7	5.5	3.2	18.4	26.1	6.1	4.7
No. of Radio Sets (Thous.)	511.2	27.6	14.3	17.7	14.6	8.6	48.9	69.2	16.1	12.5
Household Penetration (%)	97.6	98	98	98	98	98	98	98	98	98
Set Sales (Units, 1957)	22,700	1,594	978	661	842	381	1,690	6,101	474	468
No. of Am Stations	18	2	1	1	1	1	2	4	1	2
Daytime Stations	6	1	1	—	—	1	—	—	—	1
Fulltime Stations	12	1	—	1	1	—	2	4	1	1
Independent Stations	10	1	1	—	—	1	1	2	—	1
Affiliated Stations (National Net.)	8	1	—	1	1	—	1	2	1	1
No. of Fm Stations	—	—	—	—	—	—	—	—	—	—
Retail Sales ($000)	752,898	49,100	22,615	26,946	28,137	17,454	83,156	119,992	35,906	19,556
Food Sales ($000)	138,206	9,491	4,162	5,560	4,418	3,694	14,649	20,686	5,441	3,598
Drug Sales ($000)	22,354	1,361	658	558	756	666	2,868	4,033	793	574
Automotive Sales ($000)	165,103	10,072	4,699	5,185	7,329	4,484	25,127	28,258	9,896	3,277
Gas Station Sales ($000)	64,664	3,505	1,436	2,347	2,233	1,619	6,929	8,119	3,060	1,460
Furn.-Household Appliance Sales ($000)	25,013	2,277	529	1,010	790	749	3,453	5,436	1,445	1,280

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)

MARKET STUDY



WISCONSIN

	State Totals	Appleton-Neenah (Outagamie)	Beloit-Janesville (Rock)	Duluth-Superior* (Douglas)	Eau Claire (Chippewa, Eau Claire)	Green Bay (Brown)	Kenosha (Kenosha)	La Crosse (La Crosse)	Madison (Dane)	Manitowoc Two Rivers (Manitowoc)	Milwaukee (Milwaukee)	Oshkosh (Winnebago)	Racine (Racine)	Sheboygan (Sheboygan)	Wausau (Marathon)
Population (Thousands)	3,280.1	92.1	108.0	272.1	106.7	110.9	86.3	74.8	208.1	71.1	1,157.1	102.9	124.2	88.0	85.0
Effective Buying Income (Net dollars 000)	6,394,460	147,498	200,418	451,763	157,816	179,646	161,106	124,749	414,423	113,106	2,341,826	172,377	246,940	150,529	115,991
No. of Households (Thous.)	1,109.0	25.6	32.8	83.6	30.0	30.3	26.1	21.6	58.8	20.6	343.1	30.4	37.1	26.6	23.3
Radio Households (Thous.)	1,080.2	25.1	32.1	81.1	29.1	29.7	25.6	21.2	57.6	20.2	336.2	29.5	36.4	26.1	22.8
No. of Radio Sets (Thous.)	2,883.4	66.6	85.3	217.4	78.0	78.8	67.9	56.2	149.8	53.6	892.1	79.0	96.5	69.2	60.6
Household Penetration (%)	97.4	98	98	97	97	98	98	98	98	98	98	97	98	98	98
Set Sales (Units, 1957)	201,445	4,783	3,654	13,376	4,508	6,685	4,200	3,903	8,632	2,068	106,891	2,602	4,943	3,673	2,745
No. of Am Stations	71	3	3	1	3	3	1	3	3	3	7	1	2	2	3
Daytime Stations	28	1	—	—	1	—	1	—	—	2	2	—	1	1	—
Fulltime Stations	43	2	3	1	2	3	—	3	3	1	5	1	1	1	3
Independent Stations	47	2	1	1	1	1	1	1	—	2	4	—	1	1	1
Affiliated Stations (National Net.)	24	1	2	—	2	2	—	2	3	1	3	1	1	1	2
No. of Fm Stations	6	—	1	—	—	—	—	—	2	—	—	—	1	—	1
Retail Sales ($000)	4,557,504	116,234	137,762	327,547	121,028	149,621	97,711	95,367	256,756	78,440	1,539,094	117,886	156,574	98,513	82,449
Food Sales ($000)	1,020,049	25,373	28,723	84,342	22,805	37,583	26,891	20,713	54,072	18,174	361,280	27,828	39,837	22,997	17,994
Drug Sales ($000)	121,251	2,862	3,556	9,404	2,827	3,483	3,017	1,787	10,597	1,212	44,601	2,891	5,329	2,306	1,626
Automotive Sales ($000)	844,771	21,833	26,806	62,025	22,948	24,688	16,408	15,352	46,414	15,121	279,123	17,389	27,847	15,376	16,098
Gas Station Sales ($000)	362,089	7,190	8,891	23,202	10,166	8,142	7,533	6,196	17,714	4,824	133,318	7,888	12,050	7,597	5,790
Furn.-Household Appliance Sales ($000)	217,864	8,155	8,345	16,919	5,155	8,580	5,903	5,083	13,349	4,437	76,001	7,000	9,539	4,237	4,448

Sources: Radio statistics—EIA, RAB and A. C. Nielsen projections. Economic statistics—Copr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed. (Figures for metropolitan areas or 10 most-populated markets by county size are used, as defined by Sales Management.)
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focus on radio

A Quick Glance At People, Places

And Events Around Radio-Land

RADIO AND TV bury the hatchet in a joint effort to boost business. "Buy Now" campaign was undertaken by KOB radio-tv, Albuquerque, N. M., whose bus bench ads are reproduced here in more palatable form. Enjoying the cake is George Johnson, general manager, who is being fed by Marge White, women's director. Anticipating his slice is Dale Tetterington, manager of Jill's Bakery, which created the culinary masterpiece.

QUEEN LOUISE O'BRIEN cools off by the pool after performing her royal duties during the recent National Radio Month. Adjusting the KNX Los Angeles performer's crown is Glenn Logan, mngng. dir. of the Electric League of Los Angeles, while Art Holbrook, mngng. dir., Southern California Broadcasters Assn., looks on.

ANNOUNCER TURNED DAREDEVIL climbs up ladder of the Manhattan, Kans., water tower to live on the 115-foot high catwalk until he had raised $2,500 for the Manhattan Area Park Development Assn. Human Fly, Shel Smith, KMAN, spent three days taking telephone calls and pledges from his heavenly rest. The money will be used for playgrounds for children.

"LET'S EAT OUTSIDE," say NBC Radio executives who are launching a campaign to promote outdoor eating this summer. The five-week editorial campaign was developed as a means of building closer working relations between stations and their local food retailers. Here Matthew J. Culligan, vice president in charge of the radio network (right), and George A. Graham Jr., director of sales planning, examine promotional brochure.

"YOU'RE THE TOP," says WTOP Washington, D. C., to Miss Barbara Bickerton, winner of the station's Miss Portable Radio contest. Miss Bickerton, of Arlington, Va., promoted National Portable Radio Week at department stores in the area by presenting cards to customers who became eligible to win a radio. Station gave away two portables a day for five days.

MISS PORTABLE RADIO beams at Washington's Lt. Gov. John Cherberg who presents her with the title in a promotion sponsored by KIRO Seattle and Eveready Batteries. Winner Sheri Lewis visited with Pacific Northwest listeners in downtown Seattle to explain why summertime is the right time to buy a portable radio. Briefing her was Don Courtnay, KIRO production manager (right).

"I WON'T BITE," thinks Pete Smythe, KOA Denver's "storekeeper," as he holds mike out to a reluctant performer. Broadcast was held in the authentic country store in the lobby of the Industrial Federal Savings Bank. In observance of the firm's 67th anniversary, items were sold at prices prevailing in 1891.

STATION PAYS TIMEBUYER, reversing the usual procedure, in a "Who Are We" contest sponsored by WINN Louisville, Ky. Winner Rena Mayer of Campbell-Ewald, New York, receives check for $250 from John Tormey, director of radio sales for the station's representative, Avery-Knodel, New York. Also taking part is Richard Stone, salesman for Avery-Knodel.

DADS COMPARE NOTES as Dr. Milton Eisenhower, president of Johns Hopkins University (left), chats with CBS newsman Walter Cronkite. Dr. Eisenhower was named "Father of the Year" and Mr. Cronkite "Radio Father of the Year" by the National Father's Day Committee in New York. Theme for 1958 is "Integrity Starts in the Home."

The Controversial Merchandising Plus

Counter displays, mailings, remote broadcasts all are part of the extra services many stations provide regular advertisers

Merchandising—the promotional boost given to the advertiser by the radio station—has become so widespread in broadcasting operations that in a U. S. RADIO survey only a very small minority of stations report a lack of merchandising activity.

Broadcasters, it would seem, tend to include merchandising as part of their regular service to steady advertisers.

The whole area of merchandising often enters into the arena of controversy. The chief problem revolves around whether these extra services should affect a station's rate card or the amount an advertiser pays for his radio buy. The feeling by agencies and advertisers seems to be that time should be bought on the basis of radio-only considerations (i.e., circulation, audience composition, coverage, cost per thousand and ratings).

The chief timebuyer of one of the country's largest agencies declares in support of this view: "We make our buys first, then ask about merchandising which we consider the whipped cream on the dessert—good, but not essential."

On the reverse side of the coin there have been those who feel that if merchandising is, indeed, an extra-added attraction existing apart from the station's normal obligations to the advertiser, it should be charged for as such.

Most radio merchandising centers around counter displays, mailings, lobby posters, kick-off newspaper ads, on-the-air program spots, remote broadcasts and personal appearances by station talent on behalf of advertisers.

U. S. RADIO's survey indicates that while most stations reject the practice of increased rates for special promotions, they do tend to give merchandising support primarily to advertisers who are with the station for a given period of time or frequency.

Within this framework, however, there is considerable variation from station to station over the qualifications an advertiser must meet before

CKNW New Westminister, B. C., goes all out to promote Nescafe coffee. The station keeps a merchandising staff of three persons busy full time and supplies extensive service for its small as well as its large advertisers.

"The media representatives' sales tools are the agencies' sales tools..."

says Mildred Fulton (Mrs. George Backus), Broadcast Supervisor, McCann-Erickson, Inc., New York.

"...and the representatives' tool kits get bigger and better each year."

With these words, Mildred Fulton cued her train of thought at the outset of an interview by a field reporter engaged in *Standard Rate's* continuing study of advertiser and agency buying practices. Miss Fulton went on to say:

"Yes, there definitely has been substantial progress made in the information that stations have been giving us. More facts, more about their audiences—facts that help us arrive at recommendations more quickly—recommendations we are more satisfied with. After all, we have to be in a position to defend them, 'sell them', if you will. Now you might even say that the stations are giving their men better sales tools and in turn help us to be better salesmen for our recommendations. And, as I say, these sales tools seem to have improved all along the line. For one thing, their coverage analyses are much better. They give us a better picture of their audience composition and viewing habits. They are giving us better service on things like merchandising. Many stations are doing a very good job on this score and our clients appreciate it. All this is above and beyond a wealth of good information of the statistical type.

"And speaking of statistics—the trade publications, too, have recognized our need for more and better data. For instance, the addition of maps and market information to STANDARD RATE & DATA has done much to make our jobs easier. And in that connection, I would like to see the stations put more of their own information right in *Standard Rate*. We

(continued on following page)

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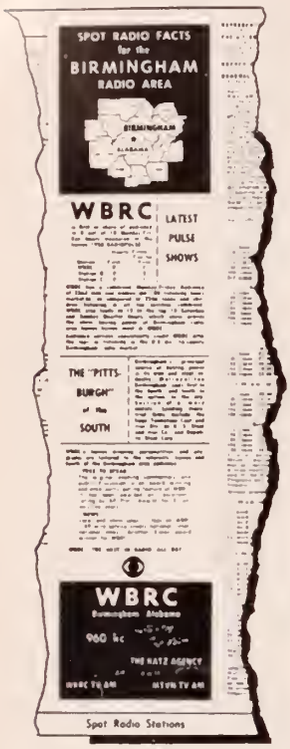
use SRDS constantly. For instance, factual market information is something we need, particularly in terms of a station's coverage area, the TV homes they cover. Really there are a lot of things that stations do put in *Standard Rate* where they are extremely handy to refer to. We appreciate anything stations do to make our job of gathering and compiling facts quicker and easier.

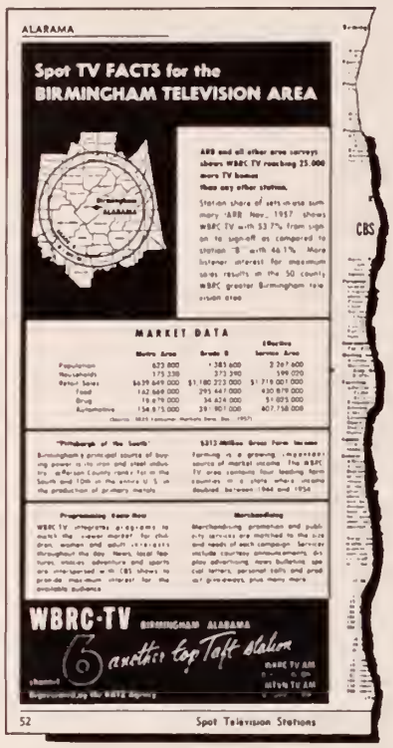
"You can imagine the tangle we get into when we are working with coverage maps, rate cards and program schedules, no two of which have the same size, layout or sequence of information. Here, let me show you a file on program schedules in just one state. See, there aren't two alike and look at that variety of sizes, layouts, folds and shapes. Some printed—some mimeographed. Not that I care how they are printed, if they'd only get into some sort of standardization so that when you're working with a pile of them you can run down them and get the information quickly the way you can in SRDS."

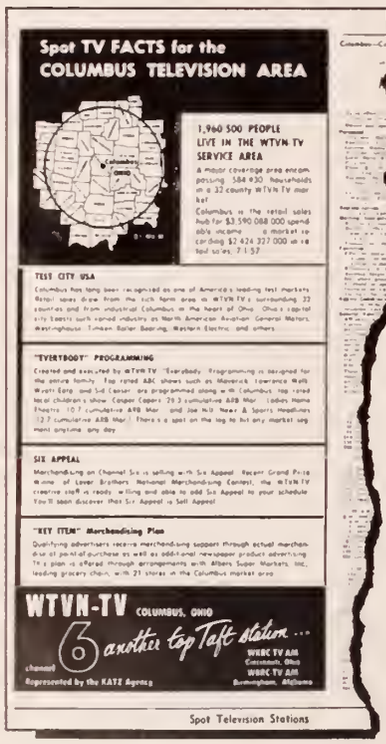
Hundreds of field interviews like the call made on Miss Fulton have sharply defined the main points that agency and advertiser executives alike say they look to find in Service-Ads when they're using *Standard Rate* to select markets or media. Of the many useful Service-Ads you'll find each month in SRDS a few are reproduced on this page.

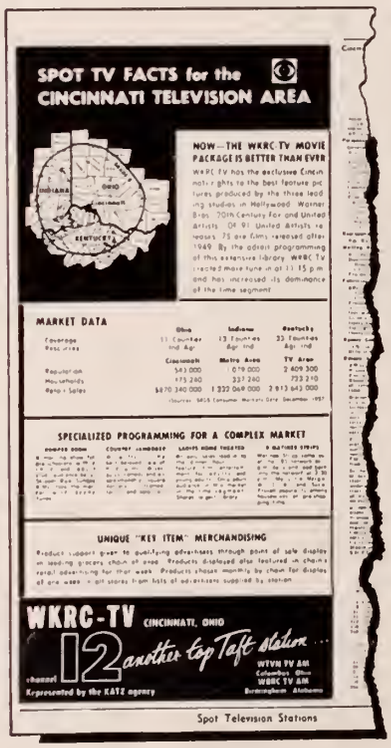
Service-Ads in SRDS help agencies and advertisers buy space and time

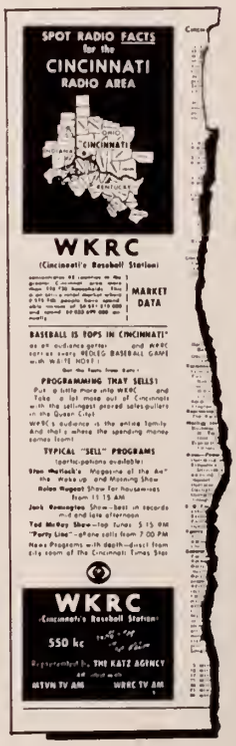
These Taft Radio and TV stations, WBRC Birmingham, WTVN Columbus and WKRC Cincinnati use these Service-Ads in SRDS SPOT TV and SPOT RADIO to give buyers of time maps of their coverage areas, market data, program information, facts about the merchandising services they make available to advertisers. All are linked to their basic "Top Taft station" slogan and their Katz Agency representation.











SRDS Standard Rate & Data Service, Inc.
The national authority serving the media-buying function
Walter E. Botthof, Publisher
1740 Ridge Avenue, Evanston, Ill.
Sales Offices: Evanston, New York, Los Angeles

he becomes eligible for merchandising help. Most of the respondents say that they provide merchandising for local, regional and national advertisers alike.

A large majority of respondents report that they do not merchandise for clients who sign for less than 13 weeks. Many others base their promotional support on 100-spot buys. Others require a 13-week cycle plus a specified number of spots per week.

Stations also reveal differences over the types of merchandising aid offered the radio advertiser and the extent of such aid. Some tailor whole campaigns for an advertiser while others confine themselves to standardized mailings and poster displays.

One of the merchandising techniques used by stations is the remote broadcast usually from the sponsor's store or the retail outlet where the product is sold. Since remotes are relatively costly, most stations responding reserve them for heavy advertisers, or to attract new advertisers. For example, in Bozeman, Mont., station KBMN participated in the first local advertising used there by F. W. Woolworth Co. when it opened a new store. The station ran a special broadcast from the store at the grand opening and recorded a group of commercials for use on the inter-com system inside the store. Woolworth, pleased with the results, is now considering a regular schedule on the station.

WIRA Fort Pierce, Fla., does a special broadcast for Simmons Beautyrest mattresses on its Mike's *Fishbowl* program.

Remotes are reserved by KUEN Wenatchee, Wash., for sponsors who spend a specified amount each week with the station. The station has set up a system of five promotion plans: Plan A requires a $257 spot budget in seven days and involves at no extra charge an all-day remote from the retail store handling the sponsor's product. Plans B and C feature shorter remotes for less money, respectively.

Another merchandising promotion, according to the survey, involves placing a message repeater with a remote speaker inside a store. This unit is hidden near the sponsor's display and plays a tape about the product as each person passes and "breaks" an electric eye.

Several stations, including KFH Wichita, Kan., and WCRB Boston, write that they provide local newspaper ads for clients. WCRB also reports that it promotes advertisers and their products with on-the-air announcements and free commercials at the beginning of a campaign. WMRB Greenville, S. C., and WFAU Augusta, Me., serve their clients in the same manner with the latter station confining on-the-air promotions to advertisers "of saturation frequency."

The production of monthly slick-paper station magazines highlighting advertisers and station activities is a merchandising plus conducted by many stations such as WKY Oklahoma City, Okla., and KFH Wichita.

Lobby posters and color transparencies of sponsors' products are popular with quite a number of stations, including WDSU New Orleans, La., which provides "some form of merchandising to almost every advertiser."

A substantial quota of radio stations conduct all-out, special merchandising promotions once or twice a year, in addition to their usual activities. In Muskegon, Mich., WMUS runs a cooking school each year that spotlights both the station and its clients. Presented each October under the auspices of the National Livestock Meat Board of Chicago, it "draws capacity audiences four consecutive days and features fabulous prizes," the station reports.

Also combining station promotion with merchandising for its advertisers, WKMI Kalamazoo, Mich., conducted a five-day "Home" show, featuring 104 exhibitors this year from businesses in western Michigan. WKMI built, exhibited and staffed an entire radio station in the County Center building including news and d. j. rooms. The station broadcast daily from this miniature facility from 6 to 10 p.m., and presented to the audience the names and addresses of sponsors participating in the fair and those broadcasting with WKMI. As the station personality delivered each commercial, a rear screen was employed to give visual sponsor identification. More than 125,000 persons attended the show and 90,000 filled in contest blanks at the WKMI exhibit, according to the station.

In connection with the single promotion, WCAU Philadelphia, Pa., says, "While one idea, one 'gem' alone, does not guarantee a successful radio merchandising campaign, sparking an overall promotion with that extra something does produce." WCAU submits in evidence for this viewpoint its campaign for Gulf Oil which resulted in 600 requests for Gulf credit cards. The oil company reports that based on an annual average expenditure of $264 per holder, the promotion represented a potential return of more than $158,000 in revenue to the firm. WCAU, in addition to the usual merchandising activities, mailed to 10,000 adults residing within the station's coverage area a personal letter signed by a Gulf executive calling attention to the station's coverage of weekly Penn Football games and including the credit card applications.

"It was a most constructive merchandising plus," wrote Gulf's division manager, W. D. Nelson, to the station, "and one that aroused much comment from our Pittsburgh headquarters as well as our own division office." • • •

HOMETOWN U.S.A.

commercial clinic

The Key to Bob & Ray's 'Commercial' Success: Characters With a Sell

Partners Ray Goulding, (left), Ed Graham (second from left) and Bob Elliott (far right) make fun out of work as they chat with Jack Sidebotham, Y & R art director.

For many broadcasting fans, Harry and Bert Piel have become household names, the Amos 'n Andy of the advertising world. In addition to recognition from the general public, the air salesmen for Piel's beer have won more than 50 awards from the trade for commercial excellence in the last two years and they have also helped to boost Piel's sales, the biggest in the company's history last year.

What is the secret of Harry and Bert's success?

"Characterization," says Edward Graham Jr., president of Goulding, Elliott & Graham, New York, commercial producers for radio and tv. "We try to give each one of our personalities a consistent, human character that is distinctive and easily recognizable for sponsor identification."

Mr. Graham explains that he, Bob and Ray (his performing partners) "sit around and try to figure out what kind of a character can sell the particular product best. We examine him in all situations, talk about him, live with him until he becomes real to us.

"Then we take the copy points given to us by the agency and work out situations with the character that will illustrate them."

For example, in creating a radio campaign for Prestone antifreeze last year the production firm was confronted with a specific problem by the advertiser. Customers, it seemed, asked their servicemen for Prestone but did not follow through to see whether Prestone was actually used or whether another brand was substituted. To remedy this situation the Prestone people had instituted a system whereby a green tag was attached to the radiator assuring the customer that Prestone had been used. Still, not enough people bothered to insist upon the tag. Goulding, Elliott & Graham were asked to develop a campaign promoting the green tag.

They came up with a very unhappy character—a service station attendant who constantly wailed that his feelings were hurt because no one wanted his green tag.

According to Mr. Graham, the Prestone Co. reports a considerable upsurge in requests for the Prestone tag since the campaign.

Human Frailty Sells

"What we try to do," Mr. Graham points out, "is to create above all a human character, one with faults, whims, individuality, a person that people can identify with as in the case of the weeping Prestone service man."

Mr. Graham believes that most commercials are so professional, so slick, that people build up a kind of subconscious resentment against so much perfection. He and his partners concentrate on creating amateur performers who are professional only about their product. "Harry and Bert," he says, "are always goofing as performers but they impress as being experts about beer."

Critics have often accused the GE & G team of instilling so much humor into their commercials that people remember the characters and forget the product. "We never kid our products," Mr. Graham asserts. "There may be some humor in the commercial but it is never directed at the product, only at some other element, usually the character himself."

In addition to Prestone and Harry and Bert—which started out as a summer radio campaign three years ago—Goulding, Elliott & Graham have done regional radio campaigns for Sohio gasoline and Calso mineral water as well as for Tip Top bread.

Emily Tip, the gracious old lady who sells Tip Top bread, is drawn from a real life character, Mrs. Graham's grandmother. Mr. Graham gets many of his ideas for personalities from friends and acquaintances. Bob and Ray sometimes do the voices but there is no standing rule about this, and Emily Tip, for one, is done by a lady, Margaret Hamilton. Clients have their choice of using Bob and Ray for commercials to take advantage of their name value, or may elect to use one of the firm's "creations" instead. • • •

HOMETOWN U.S.A.

station log

Radio Station Promotions Spotlight Business, Advertising

Radio stations at an increasing rate are turning their promotion efforts toward the support of business and advertising.

WHBC Canton, O., reports that as part of recent Radio Month activities in that community, Tom Slater, vice president for radio-tv of Fuller & Smith & Ross, Pittsburgh, Pa., told an Ad Club gathering that "local advertisers today spend four times as many dollars for radio advertising as they did in 1946."

He called this "a vote of confidence on the part of local advertisers" in the changed role of radio in the last few years. "The radio industry has learned that its role has changed," he said, "but not its importance."

The San Diego, Cal., Radio Council combined National Radio Month with a campaign to improve general retail business. A "now is the time to buy" theme was employed in special 20-second and I.D. copy. Stations also cooperated in prepared interviews with civic and business leaders and buttons prepared by the radio council with the campaign's slogan were distributed. On all stations, the campaign was presented as a unified project of the "seven voices of San Diego."

In a similar promotion, WTRL Bradenton, Fla., combined Radio Month activities with a "Boost Bradenton Business Week," which brought donations of $1,500 worth of prizes from local merchants. A chain of telephone calls, started by the mayor, got citizens to pledge to call two others and to ask them to spend one extra dollar during the week.

Cincinnati radio stations combined their resources to sponsor a "Radio is better than ever because . . ." contest and to purchase portables to be given away through civic and charitable organizations. Each station broadcast for one full day from the show windows of prominent downtown stores, according to a report from WSAI.

Pursuing the "Radio is close to you" theme, WBT Charlotte, N. C., awarded a transistor radio each day to the listener who heard the announcement of the contest in the most unusual place. More than 14,000 letters and cards were received, the station says. Judged most unusual of all: A listener in far-off Syracuse, N.Y., who "tuned in from his bomb shelter."

WIKB Iron City, Mich., planned its Radio Month activities to remind advertisers and audiences "of the value and impact of that local radio station over the entire trading area." WIKB handed over operations of the station to the local Kiwanis Club for a whole day. Not only did the Kiwanians run the station but they went out and sold time to local advertisers. Half of the profits went to the Kiwanis Club for its work with crippled and underprivileged children.

Not content just to hear about the "Purple People Eater," KYW Cleveland, O., disc jockey Specs Howard (left) encouraged listeners to paint it. Here Sheb Wooley, who recorded the hit novelty tune on MGM records, judges final entries in the contest.

WBT Charlotte, N. C., distaff disc jockey Pat Lee (right) is presented with autographed Lester Lanin hat by the society orchestra leader who visited her show and several others recently when he was honored by the Charlotte station with a "Lester Lanin Day."

Radio Activity

• WSB Atlanta, Ga., is handing out tickets for good driving. The station has put a prowl car into service which seeks out safe drivers during peak traffic periods and cites those who obey the law strictly by calling out their license numbers on the air. The driver who calls in and identifies himself receives a pair of theater tickets. One driver who heard his number announced turned out to be the vice president of Atlanta tv station WLW-A. WSB says he got his tickets.

• Broadcasters' Promotion Association has added 10 new radio members in the past month. Stations of the promotion men who joined are: WABC New York; WEDO McKeesport, Pa.; WMBD Peoria, Ill.; WGY Schenectady, N.Y.; WGN Chicago; WEEK Peoria, Ill.; WFLA Tampa, Fla.; WXYZ Detroit; WSRS Cleveland Heights, O., and WMAL Washington, D. C. Also, A. C. Nielsen Co., Chicago. • • •

most
HAPPY SPONSORS
select these fine Radio Stations

Fertilizer dealer, food chain, brewer and apparel shop—all are finding local Radio today's reliable, low cost selling medium. Big city or small, East, South or Midwest—sponsors are most happy with their commercials tailored from the Lang-Worth RADIO HUCKSTERS & AIRLIFTS SERVICE.

KAWL, YORK, NEB.:
JERRY BRYAN REPORTING—

A Lang-Worth Huckster Fertilizer jingle, run as a service spot, was bought off the air by Miller Seed & Supply Co., leading to an increase of their KAWL schedule by 30 spots a week. Campaign so successful it was cited in T-F-D national farm journal.

WPEN, PHILADELPHIA, PA.:
MURRAY ARNOLD REPORTING—

WPEN's imaginative selling and production resulted in a Huckster jingle being the base of giant Penn Fruit Supermarkets' "biggest value ever" promotion. Result: a big spot schedule for WPEN and other stations and "solid success" reported by W. B. Doner agency.

WHLF, SOUTH BOSTON, VA.:
PRESTON YOUNG REPORTING—

Station's efforts resulted in another Huckster jingle becoming the base of a large Company's campaign. Richbrau Beer subsequently increased their schedule on WHLF 50% and expanded the campaign to other markets in the area.

WJLK, ASBURY PARK, N. J.:
JOE MENZZOPANE REPORTING—

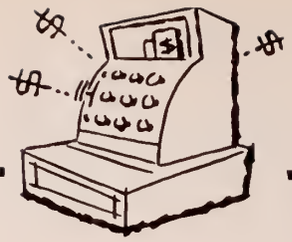
WJLK solved Grayson Stores local outlet's clamor for a hard-hitting jingle with the Radio Hucksters service. An innovation: a talented WJLK announcer sings, hums and mixes commercial with the jingle—for that custom-built sound!

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N.Y.

HOMETOWN, U. S. A.

radio registers



HARDWARE STORE

Fortuna Hardware of Fortuna, Calif., used 40 announcements and a 30-minute remote pickup over KINS, located in neighboring Eureka, Calif., to promote a free breakfast and lawn party to introduce new power mowers, lawn tillers and furniture. Free soil testing clinics, prizes and eight bands were on the program. Total cost of the promotion was $248. Sales, the sponsor declared, included 20 power mowers at $90 each, four tillers at $160 each and lawn furniture specials totalling $300.

RANCH HOMES

Fazio Realty Co. of Cleveland, O., purchased 85 spots to advertise a Sunday open house at its new low-priced ranch home development at a cost of $670. They were aired on Thursday, Friday, Saturday and on Sunday morning over WDOK, WHK and WJW and resulted in 26 homes sold for a total of nearly $500,000. The following weekend a package of 50 spots was purchased for $350. By Monday, according to the client's agency, all 50 of the houses had been sold—a grand total of $1 million in sales for a $1,020 outlay.

DONUT SHOP

Dixie Cream Donut Shop of Erie, Pa., at a total cost of $40, promoted a one-day campaign over WJET offering a half-dozen donuts free to customers purchasing one dozen and saying they heard the announcement over WJET. Although 15 messages were scheduled, the sponsor sold out after only seven, according to the station. Total sales were 1,850 dozen donuts.

APPLIANCE SALE

Sears Roebuck catalogue sales office in Lake City, Fla., conducted a six-week "blockbuster appliance sale" over WDSR using radio exclusively as a test. Spot packages costing $35 per week for a total of $210 were employed to advertise a different item each week. By the end of the test, the local Sears office was leading the state in the special sale, the station reports. After the sale, the Atlanta, Ga., regional office gave the local manager authority to go ahead with a repeat radio campaign.

report from RAB

Radio Moving Along At Four Percent Increase Over Last Year's Record

To get a bird's eye view of the fall radio situation, RAB probed members of its own Member Service Department and took a look at results from an RAB survey among a small but well-balanced cross-section of stations.

Results from RAB's survey reveal national spot and local radio revenue increased some four percent in the first four months of 1958 compared to the same period last year. This survey was conducted among members of Radio Advertising Bureau's board of directors and its Plans Committee.

Radio in 1957 passed its all-time sales record to reach a total of about $650 million. Therefore, if the whole year continues to show a four percent gain, radio will achieve an approximate $675 million total in 1958. A second half of the year acceleration in business could mean still greater gains for radio. And because the economic situation tends to help radio, RAB believes the medium's gains may run five to seven percent ahead of 1957 by the end of the year.

According to a Station Representatives Association figure, national spot radio revenue for the year's first quarter totaled an estimated $46,171,000 or a gain of four percent over the revenue for the same period a year ago.

The SRA study correlates closely with RAB's figures. The RAB figure was based on: *National spot*—15 stations estimated an average spot increase of 10.6 percent, five estimated an average decrease of 11 percent and one reported no change from 1957; *local*—12 estimated an average 11.6 percent boost, eight estimated a 9.6 percent decrease, one reported no change.

RAB believes on the basis of the trend thus far that fall business will be ahead by the same or a greater margin —but with stations doing better than the trend depending on effort and skill.

Here is a round-the-nation picture from RAB's Member Service Department:

Warren J. Boorom, director of the Member Service Department, declares that some stations are increasing their business in the face of local economic problems. "But in some areas," he says, "the grip of the business cycle is so strong that even the very aggressive operators are not able to stay even."

According to Pat Rheaume, RAB's service representative in the Southwest: "Business is good in Texas. Most stations appear to be meeting or beating last year's figures. Oklahoma has more smiles per mile than in years, particularly in agricultural areas."

Enterprising Stations

Bob Neitman, RAB's representative in the Carolinas, Virginia, Kentucky, Pennsylvania, Maryland and Delaware, says: "The enterprising stations are coming up with the business and will continue to do so this fall.

"Take the case of one on-the-ball commercial manager," Mr. Neitman says. "He realized what a potential the retail trading zone of approximately 140,000 represented for an air conditioning manufacturer.

"The sale was made to Philco which sponsors 42 newscasts from 6 p.m. to sign-off—six per night, seven nights a week (May 15-July 30, with option to continue through August 15, depending on the weather). There are just as many clients to be found for fall as for summer and the ingenious use of idea selling will get the business."

Bob Nims, RAB's representative in the Northeast and Midwest area, reports: "The stations which are pointing to the biggest gains and are staying even with last year's record figures in many cases are the stations that are promoting as hard or harder than ever and are coming up with the ideas."

In general the organization finds that the willingness of stations to get out and do a job is at a high level. • • •

RANKS
11th
IN THE NATION
in per family income
($7,339.00)
Source: 1957 Survey of Buying Power

COLUMBUS
GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

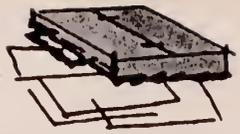
WRITE CIRCULATION DEPARTMENT

U.S. RADIO

50 WEST 57th STREET

NEW YORK 19, NEW YORK

report from representatives



SRA Committee Launches Stepped-up Campaign Against 'Rate Chiseling'

An all-out effort has been inaugurated by the Trade Practices Committee of the Station Representatives Association to warn stations against "time merchants" who are "descending on stations by mail, by telephone and even in person" with ready cash but "no intention to pay the rate that shows on the station's published card."

Arthur H. McCoy, executive vice president of John Blair & Co. and chairman of the committee, has called upon station operators to avoid dealing with these "merchants" and to understand "the havoc this group can cause to a very healthy industry.

"Representatives of these outfits," Mr. McCoy states, "walk into stations and throw tempting green bills on a manager's desk. Then they indicate that they are prepared to issue a one or two-year firm contract. Usually the name of their client is completely unknown to the station manager.

"The operator doesn't intend to pay the published rate," he claims. "Because he is in the manager's office, because he has the cash to throw on the desk and because he is willing to sign a firm contract he is under the impression that he should be able to buy time on the station at up to 50 percent off the card."

Mr. McCoy notes that when these "operators" talk to advertisers or agencies, they invariably make the statement that they can get radio and tv spots cheaper "because of some special hooker they can throw at the broadcaster." Never, he asserts, do they indicate that they can make a deal on newspapers, magazines, billboards or other media.

"They only mention radio and tv," he says, "thus undermining the agency structure with regard to the broadcasting industries. All broadcasters must understand the havoc this group can cause. Our committee has talked with several of these operators," he adds, "and invariably they indicate that if all stations refused to do business with them, they would be put out of business."

His committee feels, Mr. McCoy states, that "if radio stations are of the opinion that there should be a large size discount for buyers of their facilities who pay cash in advance and will sign a one or two-year non-cancellable contract, they should publish this fact on their rate cards. Then all advertising agencies and all advertisers would know of the additional incentive the stations put on the value of having the cash in advance."

Mr. McCoy warns stations that the large national advertisers will no longer look upon spot radio salesmen as "mature, responsible businessmen" if these practices are allowed to grow.

SRA urges that spot radio, "to continue to grow and to justify larger advertising appropriations," police itself against "the outside fringe operators who have little concern for the health of the industry.

"All members of the SRA," he reports, "are on the alert to bring into the open as many facts and figures about these operators as we can get. We believe that an open forum is the best way to show the advertising agencies our sincere desire to watch out for their interests as well as our own.

"We are urging all stations to keep us advised of every new 'rate chiseling' attempt that comes to their attention. This is one type of would-be radio user we can well afford to lose."

New Representative Firm

Bulmer & Johnson Inc., Minneapolis, Minn., has ceased activities in the field of radio and tv representation. A new organization, Wayne Evans & Associates, will service the majority of the stations formerly represented by the defunct firm. Wayne Evans & Associates is managed by Bud Stitt. Miss Pat Clements, an executive of the old firm for more than three years, will be associated with him. • • •

report from agencies

Fewer Commercials Heighten Memorability Factor, Says Benton & Bowles' Rich

Lee Rich, B & B vice president

"If I walk into a room with two other men and we spot a beautiful girl, my chances of getting a date with her are only one in three. If I have one other guy with me or come alone, my chances increase proportionately."

The same rule applies to a sponsor's ability to sell a listener if he is competing with other advertisers for audience attention, according to Lee Rich, vice president and director of media, Benton & Bowles, New York. "If your commercial is surrounded by other product messages, yours has less chance of being remembered," he says.

Triple spotting and over-commercialization are causing increasing concern to agencies and advertisers who don't feel they are getting their money's worth, Mr. Rich asserts, when there are more than two commercials being aired consecutively.

Agencies at Fault

He admits that agencies and clients must shoulder their share of the blame because they have insisted upon running their commercials during top-rated hours of the day, particularly early morning and late afternoon. In his opinion, this has backfired on the agency and the client because a good rating ceases to mean as much when the effect of the commercial is diluted by multiple spotting. "In many cases, I would rather buy a lower-rated time slot with the guarantee of a certain amount of exclusivity for my message than the higher-rated hours which are jam-packed with commercials.

"Very often the buyer isn't even told that he is being triple spotted," he says, "and consequently isn't given the opportunity to make a second choice as to time or even station."

Mr. Rich also protests the practice of running competing product messages adjacent to one another. "This method of scheduling announcements cannot hope to deliver a successful sales message to a consumer. In fact, it would probably serve to confuse him and lead him to question the value of both products."

Multiple consecutive spotting, Mr. Rich declares, cannot be condoned in any manner. It affects not only the community and the advertiser both of whom resent this type of practice, he says, but also the stations as well.

Mr. Rich concedes that if over-commercialization stopped overnight (as he would like to see it do) there would be some loss of revenue to the station temporarily. "But in the long run if agencies stopped pressing stations for spectacular ratings and spread out their buying there would probably be a gain for the medium."

There should be some improvement along these lines, he says, because agencies are becoming aware that listenership throughout the day is higher than had previously been thought.

"Broadcasting is the greatest salesman in the world," declares Mr. Rich, "and I think it important not to kill the goose that lays the golden egg. When you reduce the advertiser's efficiency through over-commercialization you are in danger of doing just that." • • •

BEFORE BUYING RADIO

IN KENTUCKIANA

Check your

John Blair Man

or

Bill Spencer

at

WKLO

LOUISVILLE

1080 KC

NBC O&O Renews CCA in Pittsburgh!

"Much of the business received on CCA was from accounts that normally were not aggressive advertisers," says Hank Shepard, Gen. Mgr. of WAMP, the National Broadcasting Company's new owned and operated station in Pittsburgh. In a letter to J. C. Gilmore, VP of Community Club Awards, Mr. Shepard adds, "The first cycle has been so successful that we are planning a second cycle in September. There is a tremendous amount of work in connection with properly handling CCA, but we feel the rewards more than justify the effort."

Hank Shepard

"I am happy to see that our Hartford O&O station (WKNB) will also be using CCA this fall. We feel CCA is an excellent station advertising—promotion—merchandising vehicle."

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE

527 Madison Ave.

New York 22, N. Y.

Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

FALL (Cont'd from p. 17)

times of the day is increasing. Almost every respondent mentions it as a source of friction with stations. "When you have several spots close together, the advertiser isn't getting full value for his money," one media buyer declares, "because the memorability factor of the commercial diminishes with each surrounding spot."

Several media men admit, however, that the agencies are partially to blame for commercial-crowded hours. "After all we keep demanding early morning and late afternoon times," one states, "and the station is in a bind. If he gives it to us, he may be triple spotting or over-commercializing but if he doesn't and can't sell other times he loses revenue."

Other agency spokesmen seem to think stations aren't doing enough to discourage over-commercialization. Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Advertising, New York, proposes that stations adjust their rates by giving a free spot in less popular hours along with spots bought during those non-critical hours. This would encourage advertisers to spread their commercials and would at the same time compensate them for not airing their messages during peak hours which they might normally buy. Dr. Deckinger feels that stations would not lose by this practice since "they aren't selling to capacity during the non-critical hours anyway."

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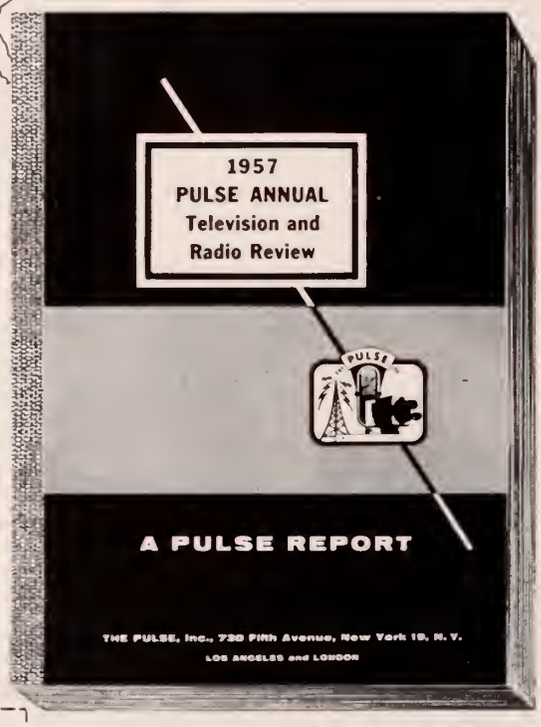

All station shares of TV and Radio Audiences

Everything at a glance in this big, handy reference! It pinpoints station shares averaged from thousands of Pulse reports issued in 1957: Principal time periods, Weekdays, Saturdays, Sundays.

Every station in the individual market is rated—with total TV and radio homes in the survey area indicated.

"This time buyers' guide certainly simplifies the first quick run-down," you'll agree.

Only $35 first copy price for Pulse subscribers; $50 for non-Pulse subscribers; extra copies only $5 apiece.

Money-back guarantee—you risk nothing by ordering now. Clip coupon below to your letter-head.

8½" x 11"—228 pages—dual index

Reference Digest compiled from

All 1957 Pulse Reports!

Yes! Send us____copies of your new Annual Review. Our ( ) check, ( ) or purchase order enclosed. Bill for the attention of

Name_____

Firm_____

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NEW YORK 19, NEW YORK

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

Industry View

From an industry point of view, the fate of radio's fourth quarter is in the hands of the salesmen.

Competition is stiffer this year than in any in recent memory, the representatives and networks report, but the total effort is expected to pay off in increased billings.

Indications are that the rush in buying will be on in late August, and SRA is sticking with its prediction that spot billings will be up 10 percent over 1957. Heavy fourth-quarter business is expected from:

- Cold remedies, proprietary medicines and laxatives
- Automobiles and associated products.
- Food products and chains.
- Soaps and toiletries.
- Tobacco.

Network buying for fall, on the other hand, is ahead of normal schedules. NBC has as much drug business already on hand for fall as it had by September last year and CBS indicates that the perennial fall clients have ordered early "to get good positions." ABC's fourth-quarter billings received a shot in the arm from the acquisition of the Notre Dame football games with Pontiac as sponsor.

New Clients

Both spot and network salesmen agree that there will be a substantial number of new clients on the airwaves this autumn. Where are they coming from?

Many advertisers who have delayed their media decisions because of uncertain economic and labor situations are taking a second and

third look at radio. Many of them, a CBS official states, are expected to turn to the sound medium "because of limited budgets."

An NBC spokesman agreed with this thesis, stating that "virtually all fall prospects for network radio are advertisers currently deliberating about tv sponsorships. Those using tv will use radio to fill the gaps. Those who don't will put a large part of their budgets into network radio."

Limited Budgets

ABC is pitching its Don McNeill segments and its news programs to "advertisers in the limited total budget range of $400,000 to $500,000." Its daytime, nighttime and weekend newscasts, ABC claims, are 80 percent sold.

On the spot radio side, most representatives are of the opinion that the agencies are re-discovering radio and fitting it into their plans because of the cost and flexibility. A majority of representatives surveyed also expect a lot of business to come from other media.

Substantial business is predicted by both spot and network salesmen from normally conservative clients who will go into special Christmas and year-end promotions to hypo sales.

For example, makers of more expensive toiletries are expected to launch campaigns to re-interest the public which has turned from luxury products to less expensive brands. After a disappointing second quarter, it is predicted that they will feel other media are too expensive and will turn to radio to do the job.

It is pointed out that the auto industry will have on hand a large supply of unsold 1958 models when the 1959 cars come out in mid-September, and that saturation radio will be the best and least expensive way of selling.

In addition, several automobile and appliance clients have switched agencies recently, and with sales slowing down they are looking for big results at bargain prices. The radio people think they will be asked to fill the bill.

Shorter Copy

With many accounts using shorter copy, rate cards have been adjusted to accommodate shorter spots and many cards now list a 30-second and an eight-second rate. Many stations also have saturation packages as part of their rate cards, the theory being that the more varied the plans—the more advertisers they will attract.

With the fall market only two months away, radio stations, too, are becoming increasingly aware of the value of telling their story as well as the medium's story. The result has been stepped-up promotion and advertising activity both on the local and national levels. • • •

Mid-America Broadcasting Company

NOW . . .

Reprints of seleeted artieles and features in U.S. RADIO are available in the above form. Other artieles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

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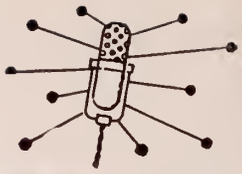
report from networks



Summertime Is Like This: NBC Pushes 'Outdoor Eating'; CBS Switches to Light Touch

An all-out editorial-type promotion, similar to the kind which up to now has been the province of print media, got under way June 16 with NBC Radio's outdoor eating campaign.

The "Summertime is Outdoor Eating Time" theme is being promoted as a five-week campaign, with seven-day-a-week use of star personalities and vignettes built into programming and announcements.

For instance, Bert Parks on *Bandstand* will talk about the fun of regular family cookouts and Walter O'Keefe on *Nightline* will highlight guest personalities divulging their favorite outdoor recipes.

Food Retailers

"This approach," George A. Graham Jr., director of sales planning, says, "was developed as a means of building closer working relations between our nearly 200 affiliated stations and their local food retailers." The editorial campaign will be coupled with promotion to key chain distributors.

Sales of packaged goods, baked goods, beverages, paper products and outdoor appliances should benefit from the powerful and consistent on-the-air support, he said.

This hot-weather effort is designed to help the "food industry and allied groups maintain a high level of summer business," reports Mr. Graham. "It will provide lood retailers with an editorial backdrop that will give extra impact to their own merchandising plans."

During the spring, NBC has made sales totalling $3 million in net revenues, according to William K. McDaniel, vice president in charge of network sales.

Largest orders came from General Foods for Jell-O and Calumet Baking Powder and from Grove Laboratories for Bromo Quinine Cold Tablets, Fitch Shampoo and No-Doz. Lever Brothers has launched a campaign for Breeze. Some 21 other advertisers placed orders.

CBS Summer Schedule

CBS plans for the summer include a revised schedule designed for "lighter listening to appeal to mobile summer audiences." Winter programs going off the air for the hot weather months are being replaced with music shows, and perennial summer features such as *Summer in St. Louis* with the St. Louis Municipal Opera are returning.

The *Rusty Draper Show* has been replaced for the summer by a music program featuring vocalist Stuart Foster and Alfredo Antonini's orchestra. Tennessee Ernie Ford takes over Arthur Godfrey's *Ford Road Show* slot and Patti Page joins the network sponsored by Oldsmobile.

On the business side, more than $1.4 million worth of new business was announced by John Karol, vice president in charge of network sales. Main buys were Grove Laboratories' purchase of "Impact" segments and the sale of four Newport Jazz Festival broadcasts to Virginia Dare Wines.

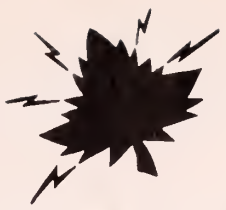
Other buys were by The Savings Loan Foundation Inc. of Washington, D.C., Hearst Publications for *Good Housekeeping*, the Fisher Body Division of General Motors Corp. and Tetley Tea Co.'s reported purchase of more than a quarter-million dollars worth of time.

New Mutual Features

Two new MBS programs, *The World Today* and *Capital Assignment* are cited by Armand Hammer, Mutual president and board chairman, as "the result of a hard-core, realistic approach" to the needs of radio broadcasting.

The World Today will make full use of network stringers on the staffs of Mutual's more than 400 affiliates. *Capital Assignment* will present interviews conducted by "famed by-liners." • • •

report from Canada



Radio Keeps Pace With Growing Economy Of Canada, JWT Study Shows

Radio reaches into practically every Canadian home, according to a full-scale marketing study on the Canadian economy published by the J. Walter Thompson Co., New York.

In its 178-page book, "The Canadian Markets," the agency reports that Canada "has the fastest growing economy among all major nations." Its population, now 16 million, increased by 15 percent between 1951 and 1956. By 1980, it is expected to show a 90 percent gain with a population of more than 26 million persons. The labor force, the study says, should increase at an even faster rate.

96 Percent Own Radios

Radio, which is expected to keep pace with the expanding population, already serves 96 percent of all Canadian families. As of January 1, 1957, there were 186 standard broadcast stations of which 24 were operated by the publicly-owned Canadian Broadcasting Corp.

Probably the most important aspect of Canada's growing economy, the volume indicates, is her ability to sustain a high level of consumption and at the same time increase her investments for future production and consumption—at higher rates than other leading countries. Compared to her pre-war situation, Canada's investments have more than tripled whereas those of the U. S. have doubled.

Canada's standard of living is already the second highest in the world. In May 1957, the study shows, 67 percent of the families owned their own homes, 82 percent had refrigerators, 85 percent owned electric or gas washing machines and 60 percent had automobiles.

Personal expenditure for consumer goods and services amounted in 1956 to $18.6 billion or $1,154 per capita. Of this total, JWT states, 57 percent was spent on non-durable goods, 11 percent on durable goods and 32 percent on services. The total value of retail sales in 1956 was estimated at $14.3 billion.

Purchases of household appliances alone are expected to double over the 1952-to-1955 average by 1965. From the annual average of $366 million, it will move up to $718 million, the agency estimates.

Total personal income before taxes in 1956 was five and a half times the annual average for the 1935-to-1939 period. Even allowing for higher taxation and dollar adjustments, the study declares, an average Canadian in 1956 had nearly twice as much money to save or spend on physical goods and services as he had in the pre-war era.

For the future, Canada's higher income group is expected to expand rapidly. In 1955, only one out of 10 taxpayers was making $5,000 per year, but in 1980, the report predicts, four out of 10 will be earning that amount.

When they spend this money on consumer goods, more and more Canadians are expected to buy on credit. In 1956, more than one third of total retail sales was made on credit compared to about one quarter a decade ago, the agency notes.

Chain Stores Grow

Canadians also will be buying more of their goods in chain stores, whose growth, JWT says, has been remarkable since the war. Chain stores, which handle almost the entire sales volume of variety goods, now also account for a major part of food sales, increasing from an average of 28.1 percent in 1946-to-1950 to 41.5 percent in 1956. This growth is especially noticeable in larger cities as the result of shopping center development in suburban areas.

"Canada provides an extremely rich and well-developed market based on a high level of purchasing power," the agency states, even though due to such factors as climate, topography, location and natural resources, the economies of different provinces vary widely." • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- **FULTON**
- **MEXICO**
- **COLUMBIA**
- **JEFFERSON CITY**

The real measure of KFAL-Ads is found in RESULTS! Cash Register Results! If you are "Survey Conscious" . . . then a good look at NCS#2 will show that of Stations heard throughout Central Missouri, KFAL is on top of the situation with more listeners per Daily Average Daytime Circulation than any other Central Missouri Station regardless of power! Low Cost-Per-Thousand Families and High Effectiveness means KFAL-RADIO every time!

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or
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Fulton, Missouri
900 Kilocycles 1000 Watts

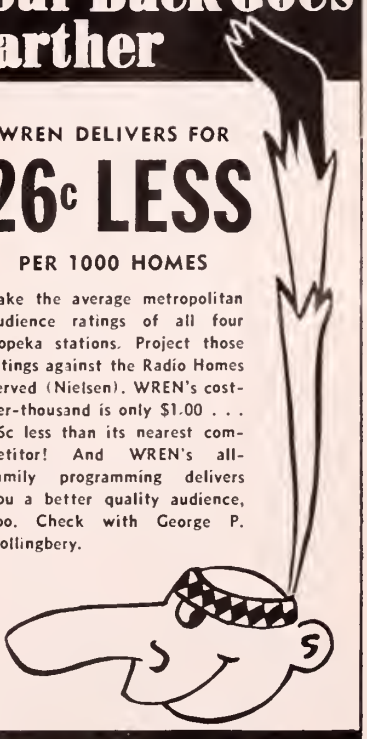
Your Buck Goes Farther

WREN DELIVERS FOR

26c LESS

PER 1000 HOMES

Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only $1.00 . . . 26c less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check with George P. Hollingbery.



WREN

5000 WATTS · TOPEKA, KANSAS

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

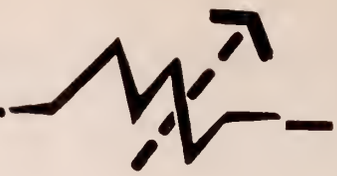
ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

radio ratings



Multiple Rating Services Provide Needed Variety In Measurement, Says Peggy Stone

Admitting that she thinks it's more fashionable these days to give lip service to a single, standardized rating service, Peggy Stone, president of Radio T.V. Representatives Inc., contends that this type of service would not only be impractical but harmful.

"In a competitive economic system such as we enjoy, radio cannot afford to expose itself to a single survey set-up," she tells U.S. RADIO, "particularly when no perfect system of measurement as yet exists. The radio broadcasting industry might find itself negatively affected should it attempt to embrace any single research method."

In radio research as it is practiced today more than just the numbers are measured, Miss Stone says, "and the multiplicity of these research services provides every station with an opportunity to research out its strong points."

All measurement methods are important, according to Miss Stone, and provide various advantages and disadvantages, among which are:

- Coincidental telephone research, with which a low-powered station may come out strong in the city-zone survey.
- Aided recall, where a station with better facilities will show more advantageously in the entire metropolitan area.
- Diary-metered home measurements, which can be supplemented by cumulative audience figures reporting different homes reached over varying times of the day.

"The telephone provides a fast measurement of large blocks of time—three-hour or six-hour segments; the personal interview provides stable quarter-hour measurements of the total audience in home and out of home; the diary-meter provides cumulatives."

Miss Stone feels that most timebuyers prefer more than one radio survey to use as sales tools. The more research information, she says, the more the timebuyer can learn about a radio buy.

Peggy Stone, Radio T.V. Reps.

Sales representatives for national spot radio certainly welcome all the surveys furnished them, Miss Stone states, particularly the data which radio researchers provide today on social, educational and financial status, and age and sex of listeners.

"In 1945," Miss Stone recalls, "a single measurement was actually undertaken with fullest industry cooperation and approval. It was published in the spring of 1946—as BMB #1—after a most laborious year and became outdated almost immediately on publication.

"BMB #2 was then planned for spring 1948. It, too, suffered postponements and later was abandoned completely because," according to Miss Stone, "it was proven that such a single organization, confining its operation to such an infrequent and expensive study, could not supply the much-needed continuing product at any realistic cost."

That product is best supplied by today's multi-service methods, says Miss Stone, whose firm represents 30 radio stations. "The industry," she suggests, "should continue to support any of these reputable survey firms which provide it with useful information. The more information the industry has and can get about its potential audiences, the better off it is." • • •

names and faces

Noting the Changes Among

The People of the Industry

AGENCIES

JOHN J. MOJONNIER promoted to executive vice president of Sander Allen Inc., Chicago.

SAMUEL E. GILL appointed vice president in charge of media for Fletcher D. Richards Inc., New York.

STUART D. LUDLUM, former director of radio-tv at C. J. LaRoche & Co., Hollywood, Calif., named to the same post by Kudner Agency Inc., New York.

ALFRED W. deJONGE appointed European coordinator in the International Department of Batten, Barton, Durstine & Osborn Inc. His headquarters will be Zurich, Switzerland.

RICHARD E. GOEBEL has joined Compton Advertising Inc., San Francisco, as administrative assistant.

STATIONS

P. HOWARD EICHER promoted to vice president and general manager of WSAI Cincinnati, O.

CHARLES E. DENNY appointed general manager of WBNY Buffalo, N. Y.

BENJAMIN A. HUBLEY, formerly station manager of WBTN Bennington, Vt., named station manager of WCSH Portland, Me. MRS. J. GORDON KEYWORTH, formerly office manager at WMNB North Adams, Mass., named station manager at WBTN.

SEYMOUR WHITELAW, former account executive with CBS Radio Spot Sales, appointed sales manager for KCBS San Francisco.

MAX SHERMAN promoted from account executive to local sales manager of WWDC Washington, D. C.

VICTOR A. BUCHANAN, former commercial manager of KRSI St. Louis Park, Minn., named supervisor of merchandising at WCCO Minneapolis, Minn.

PAUL L. WILCOX, formerly with KPOA Honolulu, has joined KGU that city as an account executive.

JOHN WOLFE, previously an account executive with Killingsworth Advertising Agency, has joined KFWB Los Angeles in a similar capacity.

TOM UNDERWOOD, former manager of WDCL Tarpon Springs, Fla., appointed local sales manager of WTSP St. Petersburg, Fla. He replaces LEE LESLIE, named southeastern regional sales manager.

DICK LAWRENCE, formerly with WBNY Buffalo, N. Y., named director of programs, promotion and publicity for WKBW Buffalo.

REPRESENTATIVES

CALDEN P. STITT appointed executive vice president and general manager of Wayne Evans & Associates, formerly Bulmer & Johnson, Minneapolis, Minn.

ROY MILLER promoted to manager of the Chicago office and elected a vice president of The Katz Agency.

THOMAS CARROLL appointed vice president of Radio T.V. Representatives, New York.

RICHARD H. SCHUTTE, former sales manager for KCBS San Francisco, named west coast manager of the Robert E. Eastman Co.

ROBERT M. FLANIGAN, former midwest manager and national sales representative for the Storer stations, has joined the Chicago sales staff of the John E. Pearson Co.

FRANK J. HONOSKI, formerly with Radio T.V. Representatives, appointed sales account executive by Simmons Associates Inc., New York.

ROGER HUTZENLAUB, recently in the media department of Young & Rubicam Inc., New York, has joined McGavren-Quinn Corp., New York.

RAYMOND W. WELPOTT, former manager of WKY Oklahoma City, Okla., has joined NBC's owned and operated stations and spot sales division in a general executive capacity.

EDWARD L. McLEAN, formerly with RAB, appointed director of special presentations for CBS Radio Spot Sales. Also, JACK POHLE, formerly with KNX Los Angeles, has joined the Los Angeles office of the CBS division.

NETWORKS

ANDRE MEYER, senior partner of Lazard Freres & Co., New York, and PAUL M. MAZUR, partner in Lehman Brothers, New York, named to the NBC board of directors. Also, LESTER BERNSTEIN, associate editor of *Time*, named NBC director of information.

LOUIS J. RIGGIO appointed director of sales administration for CBS Radio; MICHAEL HORTON named director of information services of CBS News, and SID GARFIELD appointed director of press information at CBS Radio.

CHARLES MANNO, assistant national program director, named eastern program director for the ABC Radio network.

ROBERT JONES, former manager of the MBS Chicago office, named manager of Denver operations for the Intermountain Network.

INDUSTRY-WIDE

MARGOT SHERMAN, vice president of McCann-Erickson Inc., New York, named Advertising Woman of the Year by the Women's Council on Advertising Clubs of the Advertising Federation of America.

ARNOLD KATINSKY, promotion writer for RAB, named assistant to the member service department director.

Sherman

Manno

Garfield

Eicher

Sherman

Mojonnier

Stitt

Whitelaw

EDITORIAL

...tooling up for the fall

IMPORTANT AD DECISIONS

Summertime is not playtime for the advertising industry. Some of the most important ad decisions are made at this time that affect the entire year.

Radio has its eyes fixed on future agency order forms as keenly as at any other time of the year, if not more so. From all indications there is no doubt that the sound medium will be as strong, and probably stronger, than last year (see *Outlook for Fall Radio Buying*, p. 15).

In an advertising year that has been marked by some indecision over concern for economy, radio is continuing to attract attention because of value received. At present, many of the budgets already have been decided upon, although the heavy buying should take place in August and extend into September.

The importance of fall buying is clearly seen in radio industry estimates that peg the sound medium's total gain for 1958 over 1957 at a wide range, somewhere between three percent and seven percent. Needless to say, the fourth-quarter —or fall—activity will weigh in the final shaping of the year's gains (see *Report from RAB*, p. 55).

PROBLEMS TO FACE

Among the problems bearing upon fall radio buying is the anxiety in agencies about overcrowding of commericals during so-called driving times. Although buyers of radio time are beginning to take a harder look at the other hours of the day, more than at any other time in recent years, the need for this longer look cannot be over-emphasized at this point.

A glance at any of the listening studies of the rating services will show that the American radio audience, far from going into hibernation between the hours of 9 a.m. and 4 p.m., is very much awake and listening. The number of listeners is not perhaps as great as during the driving hours, but neither is the number of commercials. This affords greater impact for the commercial message.

We submit that a profitable experience can be had by checking the research columns beyond 9 a.m.

SET COUNT VICTORIES

Two significant victories have been won by radio in the past month. Moreover, the fruits will be shared by advertisers and the public alike. (See *Editorial*, June 1958.)

The Electronics Industries Association, after agreement with manufacturers, will publish beginning in August an fm set count for the first time in many years. This will eliminate the guess work on the circulation of fm sets and will go a long way in promoting to agencies and advertisers an already rising member of the radio family.

A second event of similar scope involves the Census Bureau decision to include a question on radio set ownership in the 1960 census. This represents a reversal of the bureau's original decision. Unfortunately, the set count question will be limited to determining only the radio households and the number of sets within. The time and cost factors will prohibit the examination of the kinds of radio sets in the home (portable, fm) and the location of these sets. The re-instatement of the radio set count question, however, is a big step in the right direction.

working partners

It's a matter of principals . . .

From the day H-R was started by a group of Working Partners, we have operated on the basis that we would represent each station *as if it were our own;* serve each buyer of time as if *we ourselves were buying time.*

As our organization has grown, it has been a matter of principle with us to continually maintain this type of representative service. That we have been able to do so through the years, is a matter of *principals* as well, for the H-R partners are still *Working Partners,* still actively and personally selling and serving every station on our list.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

"We always send a man to do a man's job."

RADIO H-R TELEVISION

380 Madisan Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
Financial 6-6440

6253 Hollywaad Baulevard
Hallywood 28, Calif.
HOllywaad 2-6453

155 Montgomery Street
San Francisca, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas 2, Texas
RIverside 2-5148

1065 Penobscot Bldg.
Detrait 26, Michigan
WOadward 1-4148

1182 W. Peachtree, N. W.
Atlanta 9, Georgia
TRinity 5-9539

DeGeorge Bldg.
3520 Mantrose Blvd.
Haustan, Texas, JAckson 8-1601

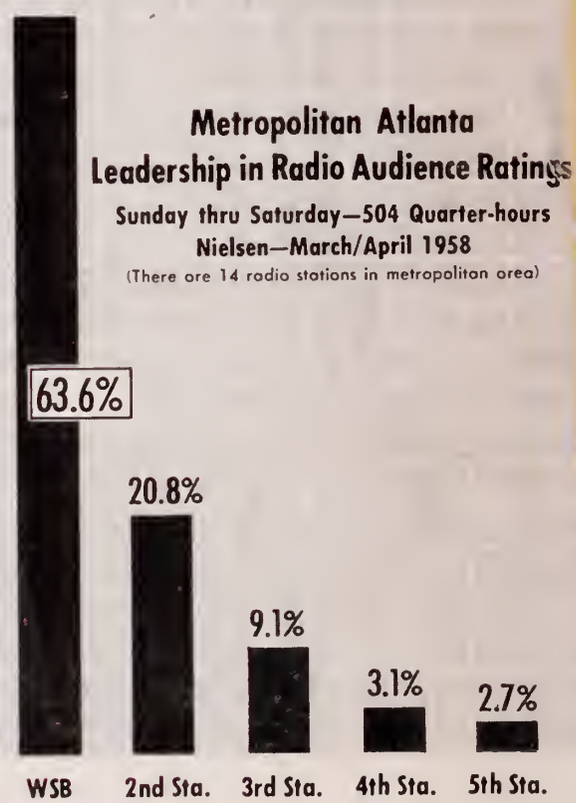
910 Rayal Street
New Orleans, La.
JAcksan 2-3917

in Atlanta NOTHING builds audience like the WSB radio service

Gimmicks come and gimmicks go. But time and again an irrefutable truth in radio broadcasting is confirmed for advertisers.

Responsible, imaginative programming in the public interest continues to be the radio service wanted by the great majority of the listeners most of the time. Latest Nielsen ratings show that Metropolitan Atlanta's favorite radio station is dominantly WSB Radio.

Sunday through Saturday, WSB Radio is listened to by the most people 64% of the time. During the peak consumer buying period of Monday through Friday WSB Radio is first 75% of the time. This is three times the combined "first" positions of the next four Atlanta radio stations.



WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co

r buyers and sellers of radio advertising

U.S. RADIO

VOL. 2 — NO.

AUGUST

1958

35 CENTS

KEND RADIO
nce Level Is High
e Programs Stressed
page 27

ROWING PAINS
um Seeks Method
timulate Advertisers
page 34

ELBERG BEER
nal Spot Used
each 'Everyone'
page 38

TIGHTROPE
am Matters Are
ult to Rule Upon
page 42

Charles Derrick
endent Pepsi Bottlers
e Strong Voice in
pany's Ad Strategy
page 30

"It takes hands. It takes feet. But most of all it's men, ideas and lots of hard work."

national representatives for

WNEW New York, N. Y.
WHK Cleveland, Ohio
WIL St. Louis, Mo.
WRIT Milwaukee, Wis.
KBOX Dallas, Texas
WSAV Savannah, Ga.
WKLO Louisville, Ky.
WEEP Pittsburgh, Pa.
WAAB Worcester, Mass.

ROBERT E. EASTMAN & CO., INC.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
Plaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

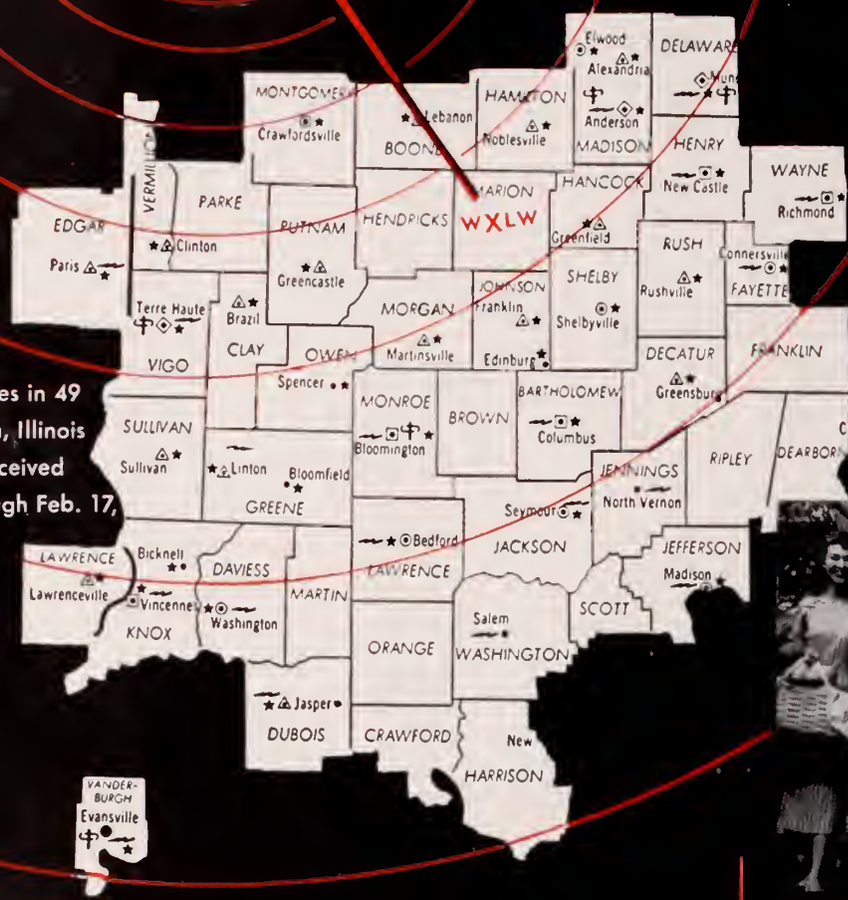
SAN FRANCISCO:
Russ Bldg — Room 1043
San Francisco, Cal.
YUkon 2-9760

BE A RESULT-BUYER BUY

WXLW

The top-rated radio station in Indianapolis!

Indiana's FINEST approach to HIGH FIDELITY sound!



Coverage in 152 cities in 49 counties in Indiana, Illinois Ohio based on mail received Feb. 10, 1958 through Feb. 17, 1958. 3227 pieces.

WXLW influences buying habits!

WXLW'S UNIQUE PROGRAMMING CONSISTENTLY DELIVERS THE MAJORITY OF THE ADULT AUDIENCE . . . more of the people who actually do the buying! An exclusive music-and-news format that combines pleosant music, popular air personalities, and live, on-the-spot news broadcasts *captures* and *sells* the adult age group. So if you're looking for the best proven buy in Indianapolis radio, specify WXLW . . . and buy results!

SHARE OF AUDIENCE

INDIANAPOLIS METROPOLITAN AREA
APRIL, 1958

Sun. thru Sat.	6 A.M.-12 N.	12 N.-6 P.M.	6 A.M.-6 P.M.
WXLW	23	21	22
Sta. B	19	21	20
Sta. C	18	17	18
Sta. D	15	16	15
Sta. E	12	10	11
Sta. F	10	12	11
H.U.R.*	20.8	23.6	22.2

*Homes using radio
Rating source: The Pulse, Inc.

950 ON YOUR DIAL WXLW RADIO INDIANAPOLIS
5000 WATTS DAYTIME

Contact your nearest JOHN E. PEARSON representative

the WNEW of Cleveland

WHK

Division, Metropolitan Broadcasting Corporation

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

KIOA 1 KAKC

DES MOINES — TULSA

MORNING!
AFTERNOON! EVENING!

ALL DAY LONG!

KIOA — DES MOINES' NO. 1 STATION 15 MONTHS SOLID!

Balanced programming plus timely news and public service features — that's the number one station in Des Moines.

For over 15 months, the New KIOA has been overwhelmingly the first choice of Des Moines radio listeners.

The New KIOA has more listeners than four other Des Moines stations combined — listeners that are your buyers!

Buy the station that reaches all of Iowa with blanket coverage.

DES MOINES

HOOPER RADIO AUDIENCE INDEX — M.-F.
MAY-JUNE, 1958

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
The New KIOA	41.5	46.9
Station A	34.6	24.2
Station B	14.5	10.4

PULSE RADIO AUDIENCE INDEX — M.-F.
MAY, 1958

The New KIOA	34	33
Station A	31	26
Station B	13	14

Pulse reports the New KIOA leads with 58 quarter-hour "firsts" out of a possible 72!

KAKC — TULSA'S NO. 1 STATION 21 MONTHS SOLID!

From last place to the top in a few short weeks — and then holding top position for over 21 months straight.

That's the New KAKC story. A story of loyal listeners who depend on KAKC for music and up to the second news.

Buy the station that delivers the most — KAKC in Tulsa — recepient of the coveted Associated Press Award for best coverage of all A.P. radio and T.V. stations in the United States!

TULSA

HOOPER RADIO AUDIENCE INDEX — M.-F.
MAY-JUNE, 1958

	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.
The New KAKC	41.3	44.1
Station A	19.3	15.2
Station B	15.4	17.1

PULSE RADIO AUDIENCE INDEX M.-F.
FEBRUARY, 1958

The New KAKC	28	28
Station A	20	10
Station B	20	18

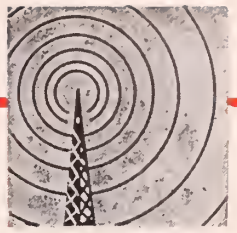
Pulse reports the NEW KAKC is first in every 30 min. segment 24 hours a day!

NO. 1 STATIONS WITH PROVEN SALES AND RESPONSE-ABILITY

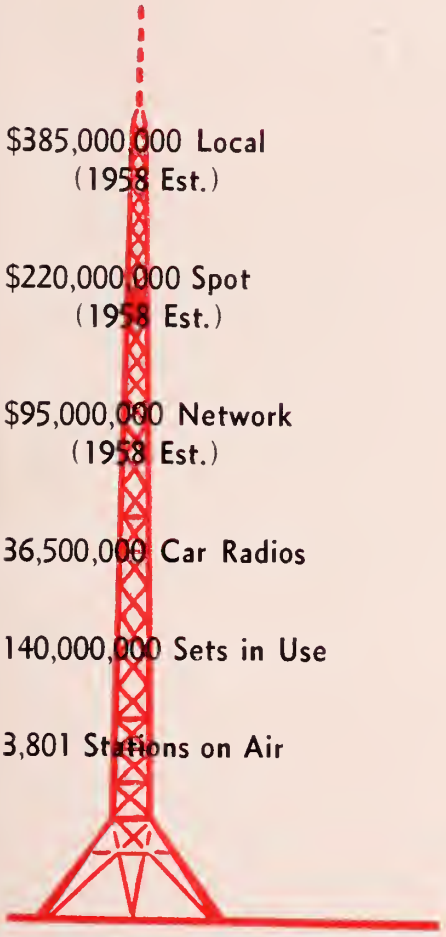
THE NEW
KIOA
940 KC
10,000 WATTS
DES MOINES, IOWA
JIM DOWELL, Vice President and General Manager

PUBLIC RADIO CORPORATION
The New KIOA — First in Des Moines
The New KAKC — First in Tulsa
LESTER KAMIN, President
GET THE LOW, LOW COST PER THOUSAND FACTS
WEED RADIO CORP.

THE NEW
KAKC
970 KC
1,000 WATTS
TULSA, OKLAHOMA
BOB HOTH, Vice President and General Manager



Radio's Barometer



Spot: "Early and late fall buying will be a few percentage points higher than the 1957 fall volume," states Paul Weeks, vice president in charge of radio for H-R Representatives Inc., New York. Indications from agencies, he declares, are that fall activity will more than make up for a "slow summer."

Network: New business and renewals have been reported by ABC, CBS and NBC for varying periods, respectively (see *Report from Networks*, p. 66). More than $2.3 million in billings was accounted for by ABC in May and June. CBS says it has contracted for more than $1,250,000 in two weeks in new and renewed business. NBC reports a two-week period in which long-term contracts highlighted business totalling about $500,000.

MBS figures show an increase of 38 percent in the number of clients over the same period last year—63 to 87. Previous high, states Armand Hammer, Mutual president and chairman, was 71 in 1954.

Local: Increased billing of more than 100 percent since May is reported by Roman W. Wassenberg, general manager of KSAY San Francisco. And in May, KUDL Kansas City, Mo., experienced its biggest month since the station went on the air in 1953, according to General Manager Irv Schwartz. KUDL billings showed a 43 percent increase over April, he reports.

Also in May, KXOA Sacramento, Calif., "set a new all-time high in gross billings for the station." KXOA President Riley Gibson said that the total was seven percent higher than the previous record month which occurred several years ago.

Stations: Total stations on the air, both am and fm, increased again in July—to 3,801, up 12 over June:

	Commercial AM	*Commercial FM*
Stations on the air	3,253	548
Applications pending	412	39
Under construction	100	86

Sets: Total radio set production for May 1958, excluding car radios, was 654,803, according to Electronics Industries Association. Total for the first five months was 4,186,869. Auto radio production for May was 185,616, while the five-month total was 1,229,086. Transistor production for May was 2,999,198, with a five-month total of 11,194,234.

Now Operating

24 HOURS A DAY

The only radio station between Detroit and Chicago to offer this around-the-clock service

•

Western Michigan's Most Powerful Independent

MUSIC and NEWS

for buyers and sellers of radio advertising

U.S. RADIO

AUGUST - 1958 VOL. 2 - NO. 8

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TWIN IMPACT

DENVER . . . KMYR dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof—Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 Kcs. See Adam Young or chat with General Manager Chic Crabtree.

OMAHA . . . KOIL is undisputed No. 1 in the Omaha area—Proof—Hooper (May-June, '58) 41.8 share morning and 42.8 share afternoon; latest Trendex 42.2 share morning and 39.5 share afternoon; Pulse (May, '58) dominant first morning and afternoon. Your Star Station, serving over 875,000 people, is a must buy station. See Avery-Knodel or Station Manager James H. Schoonover.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

★ **KWIK — Pocatello**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

People go to extremes to be within earshot of their favorite Storz Station

—So in each of these 4 major markets more people listen to the STORZ STATION than to any other . . . by far.

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 28.2% average Hooper. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

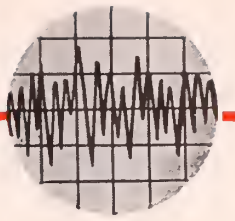
NEW ORLEANS . . . WTIX is 20 times more powerful . . . with 5,000 watts on 690 kc. and first . . . all-day. Proof: Post-change-over Hooper (32.8%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (39.2% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

soundings



RAB Study Shows Power Of Farm Listenership

Farmers depend on radio more than do city consumers, according to a survey by the Radio Advertising Bureau. More than 80 percent of farm families surveyed listen to the radio during the average weekday and they listen for more than one full day per week (26 hours, 40 minutes). In an average week the study reports, more than 95 percent of farm families spend time listening.

Sarnoff Fills Post Vacant for Two Years

The promotion of Robert W. Sarnoff to chairman of the board and chief executive officer from president and chief executive officer fills a post that has been vacant for nearly two years. Robert E. Kintner, executive vice president, becomes president. At press time, the administration of the radio network seemed to be left relatively untouched by the move, although some quarters believe that Matthew J. Culligan, vice president in charge of NBC Radio, is slated for promotion.

Pulse Fm Listenership Survey Backed by 11 Los Angeles Outlets

Augmenting interest in the measurement of fm listenership has prompted 11 stations in the Los Angeles area to back a study by The Pulse Inc. Results of the audience measurement survey are scheduled for release in August (see *Valuable Plus or Basic Medium?* p. 34).

Selling Power of Weekend Radio To Be Explored by Research Firm

The increasing recognition being given to weekend radio as a selling vehicle has motivated one major research firm to plan a study pointing up commercial value during these days. The company will undertake to show that more unduplicated homes can be reached from a Monday, Wednesday and Saturday spot campaign than from a Monday, Wednesday and Friday purchase (see *Radio Listening Remains at Work on the Weekend*, p. 27).

Blair Radio Study Analyzes Programming

In its latest radio study, John Blair and Co. emphasizes the local nature of programming. The study, for example, shows the disparity in top 10 song listings in four major cities, especially when compared with a national top 10 ranking. At the time of the survey, only two of the national 10 favorites were among the local 10 in St. Louis, the study shows.

Research Into Product Use Planned By Community Club Services

Community Club Services Inc. is adding a research department to its operation. Under present plans, women participating in the Club Awards activities will be asked to answer questions relating to product usage. Sponsors can contract with the organization for this service at a separate fee. (See *Hometown U.S.A.*, p. 53.)

Hooper Research Revenue Surpasses Ratings Intake for First Time

Total revenue from research activities by C. E. Hooper Inc. has for the first time surpassed total income from rating services. The great majority of this research activity is for advertising agencies.

Successfully reaching **more people** has met only half of Bartell Family Radio objectives. Attracting and holding **more different people** young and old, all over town, in every walk of life — has been a continuing accomplishment. A programing of broad appeal, locally accented, is in the Bartell pattern of audience composition. Here is professionalism based upon more than a decade of scholarship, salesmanship, showmanship. This is

bartell family radio

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency

washington

NAB-RAB Coordinate Radio Promotion Efforts

A joint committee of the National Association of Broadcasters and Radio Advertising Bureau—designed to coordinate radio promotional efforts of both organizations—has been inaugurated by the board of directors of the NAB in Washington. Although the specific objectives of the new and closer working agreement are still in the planning stages, there is a possibility of the re-inclusion of RAB's sales clinics at the NAB fall regional meetings. The clinics, dropped from the NAB regional agenda some years ago, have in recent years been conducted independently by RAB.

NAB Approves Editorial Study Along With Other Actions

The NAB board also approved an editorializing study—the results of which will serve as a guidepost for broadcasters in airing views on controversial issues. The method of the study and the members of an ad hoc committee which will direct the project are now under consideration. Other actions include: (1) approval of a three-day convention format, thus cutting the annual conclave short by one day, (2) limiting transcription and program service firms to "hospitality suite" status without exhibition privileges as has been the case in the past, (3) endorsement of National Radio Month in May 1959 along lines similar to the first National Radio Month held this year and (4) adoption of a resolution to explore ways of increasing the number of hotel and motel radios.

Senate Ponders Bill Limiting Sports Broadcasts

A bill which would give commercial sports interests the power to silence radio coverage of a major sports event within a 75-mile radius of the city where the game is being played is being considered by the Senate Antitrust Subcommittee. The plan has already been seriously questioned by Victor Hanson of the Justice Department's Antitrust Division. NAB and the Federal Trade Commission have also gone on record in opposition to the measure charging that it is tantamount to denying the public its right to hear a large number of sports contests.

. . . and House Rules Sportscasts Not Subject to Antitrust

Meanwhile, the House has voted to exempt broadcast sports coverage from antitrust laws. In so doing, congressmen killed an amendment offered by Representative Sidney Yates (D-Ill.) to make sportscasts subject to antitrust rules "to protect the interests of baseball fans."

Sen. Bricker Proposes South American Broadcast Link

A resolution recommending $50,000 for a study of the possibilities of launching a communications network which would join the U. S. with its neighbors south of the border has been introduced by Senator John Bricker (R-O.). The purpose of the proposed electronic link would be an exchange of programs with Mexico and South American countries. A government agency would supervise the exchange, Senator Bricker said. He was supported by six other senators in introducing the resolution.

New Radio Group Formed To Oppose Power Hike Plan

The Radio Allocations Study Organization—a group of Class 1-B stations and regional outlets—has been formed to oppose the FCC's clear-channel proposal of last April which could result in the grant of power in excess of 50 kw, the present maximum. At an organizational meeting in Washington in mid-June, representatives of 25 stations stated that "the concept of super power will have a serious adverse effect upon the radio broadcasting industry as it now exists. . . ." Temporary chairman of RASO is

BEST IN THE FIELD

The outstonding showmonship of KONO's d.j.s
hove clinched the South Texos listenership pennont
for the home-town boys—the independent stotion
thot gives odvertisers the No. 1 oudience morning,
noon and night on San Antonio's
ONLY 24-hour rodio stotion.

KONO tops oll others by o big morgin . . .
according to Hooper, Pulse ond
SALES RESULTS! Wont proof . . . proof
of KONO's potential for YOUR odvertising?

See your H-R REPRESENTATIVE
or Clarke Brown man

860 KC
5000 WATTS

KONO
SAN ANTONIO RADIO

F. C. Sowell, general manager of WLAC Nashville, Tenn.

Rep. Roosevelt Questions FCC Program Standards

Radio stations that "just play records for a 24-hour period" were sharply criticized by Representative James Roosevelt (D-Calif.). In a recent letter to the FCC, he inquired into the methods used by the commission to assure that stations are operating in the public interest (see *FCC Walks Programming Tightrope*, p. 42). He advised the FCC that "all radio stations should be made to fulfill completely the obligations assumed when they obtain their licenses and they should be informed that lip service will not suffice."

Court Rules on President's Power To Remove Regulatory Officials

The issue of whether or not the President is empowered to fire a member of a Federal regulatory agency has been decided by the Supreme Court. Unless Congress specifically grants the President such authority, he may not do so, the Court held. A majority opinion written by Justice Felix Frankfurter in a case involving the removal from office of a War Claims Commission official by President Eisenhower stated: "We are compelled to conclude that no such power is given to the President directly by the constitution and none is indirectly conferred upon him by statute simply because Congress said nothing about it."

FCC to Study New Uses Of Fm Multiplexing

A study of the commercial uses of fm multiplexing has been approved by the FCC. The study was prompted by applications made to the FCC for new services such as stock market reports and control of traffic lights. The deadline for filing comments is set for September 2.

FCC Hangs Out Shingle: 'Goin Fishin'

The FCC will officially be on vacation throughout August. One commissioner, however, will be on hand for such routine business as may arise. The FCC is scheduled to go into fall session September 3.

The Fox and the Grapes

(*Aesop updated*)

A hungry fox stole one day into a vineyard where many bunches of grapes hung ripe and ready for eating. But as luck would have it, they were fastened upon a tall trellis, just too high for the fox to reach. He jumped, and paused, and jumped again; but it was all in vain. At last he was fairly tired out and cried, "Take them who will—the grapes are sour!"

Now isn't that just like some radio stations? They jump and jump, and when they can't reach the pinnacle of popularity, they declare, "The grapes are sour!"

Moral: pick a *Plough* Station

Radio Baltimore
WCAO

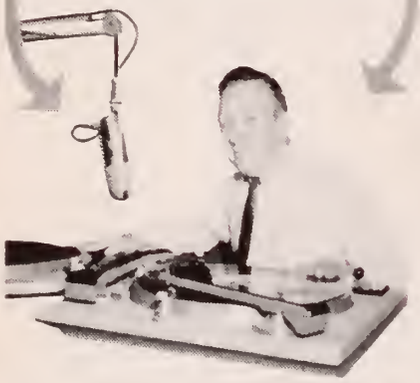
Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

BILL JACKSON
in
"The BJ Show"
WPTF
5 to 9:30 AM Mon thru Fri
5 to 8:00 AM Sat



Start the day right in the nation's 28th radio market

Highest PULSE ratings . . . His naturol style makes listeners believe and buy . . . Recagnized by dealers and distributars as a big persanality . . . Pragram smartly slotted into segments for changing morning audiences.

NATION'S 28th RADIO MARKET
NIELSEN #2

WPTF
50,000 WATTS 680 KC
NBC Affiliate for Paleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

the *Silver Mike*

THIS MONTH:

WILLIAM L. WERNICKE

Vice President, Radio & Television
Morey, Humm & Warwick Inc.

Pays Tribute to Radio: 'People Take It for Granted'

"Radio is taken for granted today—and this, I think, is the greatest tribute the medium can be paid," declares William L. Wernicke, vice president in charge of radio and television, Morey, Humm & Warwick Advertising, New York.

"Radio is as much a part of our daily life as eating or turning on a light switch."

Mr. Wernicke and radio have been companions from the days when "crystal sets were coiled on oatmeal boxes" right up to the present when, through his agency, he has been instrumental in placing "one of the largest continuing campaigns in the history of spot radio for the Sinclair Refining Co."

The agency executive, who was born October 4, 1908, remembers being "fascinated by the miracle of that magic box" back in the days of his Idaho boyhood and confesses that "I still am." Before embarking on a career in broadcasting, however, he detoured by way of a science and physics major at Columbia, class of 1931, and the Metropolitan Life Insurance Co. where he worked in field education and sales promotion.

This experience in handling people stood him in good stead a few years later when he entered the broadcasting arena in earnest.

Mr. Wernicke's first radio job was with WOR New York where he remained from 1940 to 1945. He then moved into the client facet of the business producing commercials for the Bulova Watch Co.

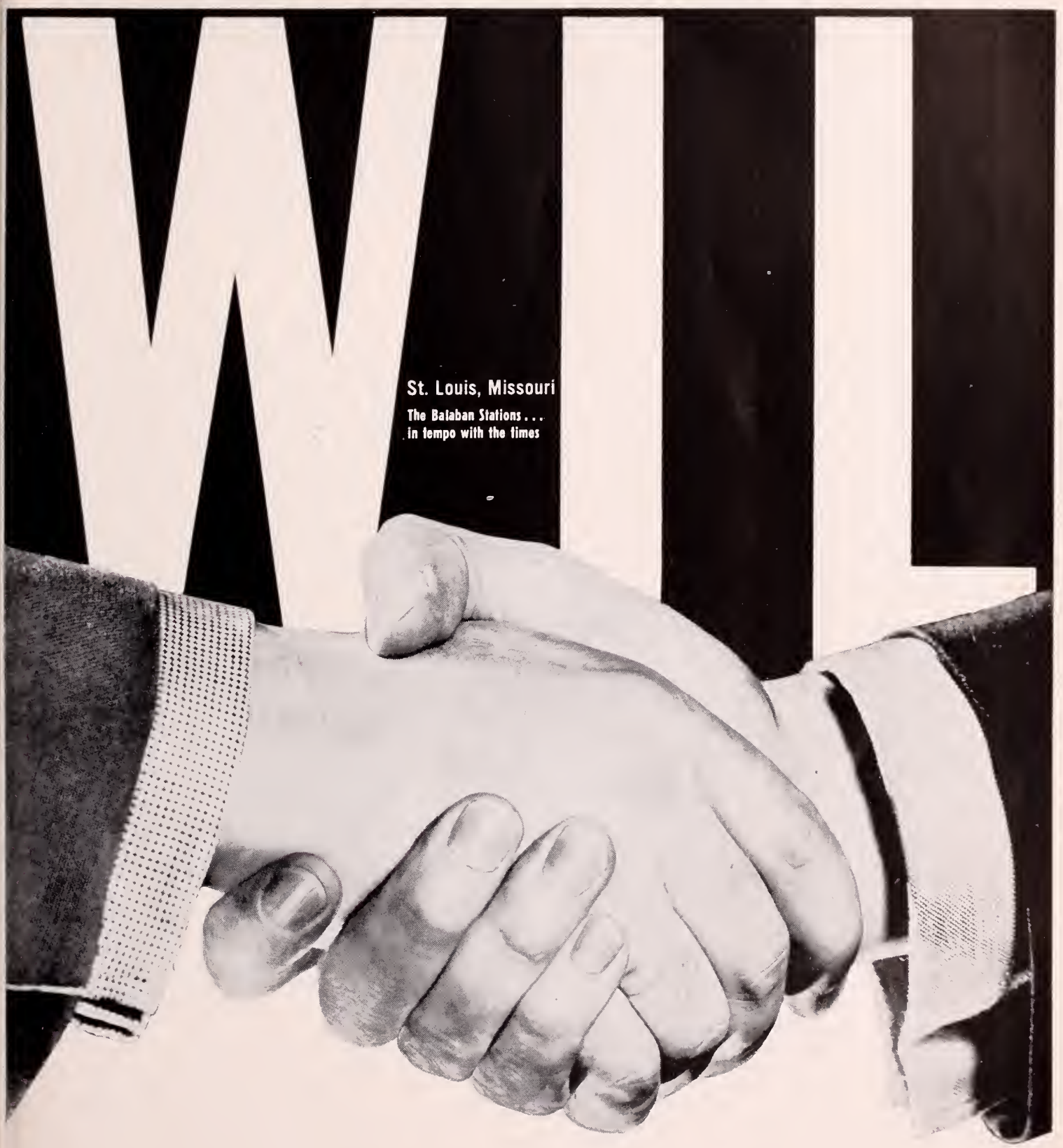
In 1950, after a brief stint on the West Coast producing films for tv, Mr. Wernicke joined Morey, Humm & Warwick where he has been principally involved with the Sinclair account and its radio campaigns.

An advocate of short, five- to 10-second commercials, Mr. Wernicke says that "radio has great impact when it is used to hammer home the brand name of a well-known product.

"Sinclair is successfully using this format now in 500 cities over 1,200 stations, broadcasting 10,000 spots per week all year long."

In spite of his modern approach to commercials, Mr. Wernicke longs to "turn the clock back 20 years in programming. I long for the days," he says, "when there was a little bit for everyone . . . the food fellows, poetry readings, women's chitchat, the fat soprano, the pompous tenor, hair-raising mysteries like Arch Obler's *Lights Out*."

This nostalgia does not prevent Mr. Wernicke, however, from enjoying the pleasures of today's radio in his Huntington, Long Island, home with his British-born wife and their 16-year-old daughter. • • •



robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

Service to advertisers? Naturally. Public Service? Most enthusiastically!

Our people in Akron and Providence are active—as citizens *and* as broadcasters—in community movements.

"service is our middle name"

When we support a charity drive, we pull out all the stops to insure success—whether it's for a children's hospital, the Cancer Fund or United Fund.

We're repaid every day by the fact that the people we serve regard us as good friends. They listen to us.

A new color film tells all about the Elliot stations. We'll be happy to arrange a showing at your convenience.

National representative Avery-Knodel

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I. WICE

LETTERS TO THE EDITOR

'Top Spot'

For overall excellence in bringing the monthly radio story to the agency, your publication takes top spot in this shop. It is a rare issue that does not contain at least one really compelling article. In fact, the book is so readable generally that it's continually on loan to those unfortunate enough not to be subscribers.

Again, congratulations on telling the radio story with such consistency and in such a forthright manner.

William Nietfeld
William D. Nietfeld & Associates Adv.
San Diego, Calif.

Transistors

Thought your transistor story (*Tiny Key to Tomorrow's Radio*, June 1958) was excellent. I'm astonished you could assemble and absorb so much information so fast.

Jim Tirone
Information Assistant
Bell Laboratories
New York

Please send complete details on ordering reprints of articles and features. We are especially interested in *Tiny Key to Tomorrow's Radio*.

Jane E. Trimmer
President
Town & Country Network
Arlington, Va.

Colonial Stores

In U. S. RADIO (May 1958) there appears an article titled *Colonial Stores Sells With Regional Radio*. I most definitely want at least 10 copies.

The article is terrific, potent, succinct! I intend batting a few of our clients over the head with it! More like it, please!

Ted H. Fredericks
Director, Radio & Tv
Bernard M. Brooks Advertising
San Antonio, Tex.

Spot Radio Volume

I was interested in the estimates of spot radio volume for 1956 and 1957 prepared by Adam Young Inc. and published in your stimulating magazine (June 1958).

For several years the Evansville radio stations have been furnishing highlights of their annual FCC financial reports to a local certified public accountant, who adds them together and releases the totals to each station. In this way the stations have the advantage of the overall

(Cont'd on p. 16)

WEEP

PITTSBURGH, PENNSYLVANIA

robert e. eastman & co., inc.

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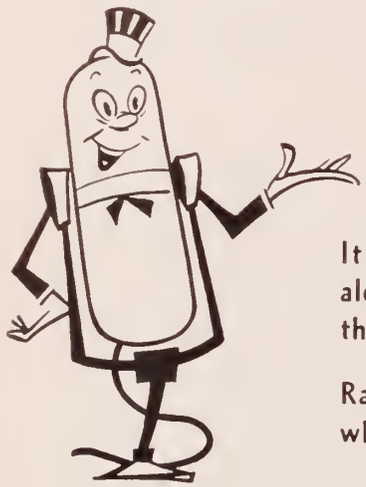
U. S. RADIO . . .

the monthly magazine for buyers

and sellers of radio advertising



It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO **SUBSCRIPTION**

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

LETTERS TO THE EDITOR

(Cont'd from p. 14)

information for their market many months before it is published by the FCC.

According to the figures obtained in this way, 1957 national spot sales for Evansville were $186,391 instead of the $178,000 estimated by Adam Young. This was an increase of 13 percent over 1956 rather than the estimated nine percent. WGBF's increase in national spot sales was 32 percent, bringing the share of the national spot business placed in Evansville up from 58.1 percent to 67.5 percent.

Martin L. Leich
General Manager
WGBF Evansville, Ind.

Competitive Information

This agency is in the process of organizing its own library for the purpose of checking competitive advertisers and also to keep informed as to what type of ads other clients are using.

I wish to request a copy of each issue of U. S. RADIO as it is a "must" to have this publication on our library shelves.

B. Robert Jolly
Radio Timebuyer
Geoffrey Wade Advertising
Chicago

Stirs Interest

Your July issue has one article in particular which is sure to open up many eyes as to who listens to radio the most, the teenager or adult, and at what time this listening is done. (*Teenagers Are Radio's Small Fry.*)

Ray Brock
Program Director
WHBY Appleton, Wisc.

As a station owner I want to congratulate you on your magazine. It is very gratifying to know that such a fine book is devoted exclusively to the radio industry. I look forward to receiving it every month.

Dexter Haymond
General Manager
KGEE Bakersfield, Calif.

Banking

It will be appreciated if we may have several copies of the article *Banking on Radio* (February 1958). This was a fine article, indeed. We feel that with this in our "pocket" we may be able to swing a few more banks our way.

Also, we would like to have copies of the article *Car Radio* (February 1958) for our files.

Lonnie J. Preston
KWOE Clinton, Okla.

Radio's 5

1953/1958

Years of Great Change

Each year for the past six years an area survey of the WHDH audience has been made and it has been the practice of WHDH management to publish the findings of this survey in leading trade publications as an aid to anyone buying radio time.

This year, convinced that the past five years have been radio's greatest years of change, WHDH has completed, in addition to its regular survey, a Qualitative Survey in Depth to determine the answers to some of radio's most searching questions. To conduct this survey the management of WHDH selected the research organization most widely used and accepted by radio management—Pulse, Inc. The results of this survey are shown on the following pages and are published as a service to the industry by WHDH.

A Qualitative Survey by

WHDH

Radio - BOSTON

THE FACTS

of the past five years:

Since 1953 the number of radio stations in the United States has increased 24%—to a total of 3,317.

Since 1953 the number of radios in working order has increased 22% to 139,500,000.

Since 1953 the out-of-home audience has grown enormously with auto radios alone up 28% to a new high of 36,500,000. Portable radios have also reached a new peak of 11,000,000.

Because of this tremendous growth:

Today there are more stations reaching more people more effectively more times than ever before in history.

The audience has never before been as selective as it is today!

This five year period of tremendous growth and change has been a time of great challenge to radio station management everywhere. What does the listener *really* want from radio? What type of programming attracts the listeners who *can buy?* What has been the effect of rock and roll, top 40s, frantic newscasts, and other programming changes of recent years? WHDH, convinced that a radio station's future depends on the answers to these questions, and convinced that any station not alert to listener changes will cease to be a factor in its market, undertook this qualitative survey in depth to examine its position in the New England market.

OBJECTIVES

of this WHDH qualitative study can be summarized as follows:

What are the reasons causing people to turn on radio?
Program preferences
Awareness of network stations
Extent of out-of-home radio audience
Station preferences
Station image

The results are reported in the following tables. In these tables, the results and preferences are shown by men and women and for the Boston Metropolitan Area and Outside Area as well. No respondents under 15 years of age were interviewed. We believe this type of study should be a regular and periodic "must" so that the broadcaster can keep in tune with the listeners. Likes, dislikes, preferences and favorites are always in a state of flux. Furthermore, new program formats and techniques will influence and interact with these factors which follow.

Factors determining initial use of radio

—and stations tuned

This was a key question in our qualitative survey and bears out the fact that radio is a dynamic force and that people look to radio for a service. Radio is not the supplier of "background music" but the means of learning the latest news, enjoying music, and hearing the current weather bulletins. These three categories lead all others by a substantial margin. There is *reason* for turning on radio in 98.5% of the replies.

Q WHY DO YOU FIRST TURN ON THE RADIO?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
News	139	107	246	40.3	148	109	257	65.8	287	216	503	50.3
Music	102	130	232	38.0	61	87	148	37.9	163	217	380	38.0
Weather	81	82	163	26.7	57	52	109	28.0	138	134	272	27.2
Time Check	47	25	72	11.8	24	12	36	9.2	71	37	108	10.8
Relaxation and Entertainment	9	12	21	3.4	5	9	14	3.6	14	21	35	3.5
For Company	3	17	20	3.3	1	6	7	1.8	4	23	27	2.7
Religious Programs	8	12	20	3.3	-	2	2	.5	8	14	22	2.2
Records & Pop Music	7	11	18	3.0	-	1	1	.3	7	12	19	1.9
Sports & Sport Results	10	6	16	2.6	2	-	2	.5	12	6	18	1.8
Habit	2	4	6	1.0	2	3	5	1.3	4	7	11	1.1
No School Reports	-	6	6	1.0	1	2	3	.8	1	8	9	.9
To Hear a Particular Radio Personality	1	4	5	.8	2	2	4	1.0	3	6	9	.9
Foreign Language Programs	5	5	10	1.6	-	1	1	.3	5	6	11	1.1
To Hear Stories	1	9	10	1.6	-	1	1	.3	1	10	11	1.1
To Wake Up	12	7	19	3.1	7	3	10	2.6	19	10	29	2.9
Misc.	7	4	11	1.8	2	3	5	1.3	9	7	16	1.6
No Particular Reason	5	4	9	1.5	1	5	6	1.5	6	9	15	1.5
Total Responses	439	445	884		313	298	611		752	743	1495	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHEN YOU FIRST TURN ON THE RADIO, IS THERE ANY PARTICULAR STATION YOU TRY FIRST? WHICH ONE?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Yes	257	270	527	86.4	162	171	333	85.4	419	441	860	86.0
No	48	35	83	13.6	33	24	57	14.6	81	59	140	14.0
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100
WHDH	75	49	124	23.6	38	23	61	18.3	113	72	185	21.5
WBZ	42	64	106	20.1	25	26	51	15.3	67	90	157	18.2
WCOP	52	44	96	18.2	3	4	7	2.1	55	48	103	12.0
WEEI	21	21	42	8.0	6	4	10	3.0	27	25	52	6.1
WNAC	11	23	34	6.5	5	6	11	3.3	16	29	45	5.2
WORL	5	26	31	5.9	-	-	-	-	5	26	31	3.6
WJDA	12	19	31	5.9	-	-	-	-	12	19	31	3.6
WPRO	-	-	-	-	14	13	27	8.1	14	13	27	3.1
WWON	-	-	-	-	16	8	24	7.2	16	8	24	2.8
WEAN	-	-	-	-	15	9	24	7.2	15	9	24	2.8
WMEX	13	10	23	4.4	-	-	-	-	13	10	23	2.7
WHIM	-	-	-	-	12	10	22	6.6	12	10	22	2.6
WLLH	13	7	20	3.8	-	-	-	-	13	7	20	2.3
WICE	-	-	-	-	15	3	18	5.4	15	3	18	2.1
WSAR	-	-	-	-	14	3	17	5.1	14	3	17	2.0
WBOS	10	5	15	2.8	-	-	-	-	10	5	15	1.7
WALE	-	-	-	-	11	2	13	3.9	11	2	13	1.5
WGAN	-	-	-	-	2	10	12	3.6	2	10	12	1.4
WTAO	3	8	11	2.1	-	-	-	-	3	8	11	1.3
WOTW	-	-	-	-	1	9	10	3.0	1	9	10	1.2
WLYN	5	5	10	1.9	-	-	-	-	5	5	10	1.2
WCSH	-	-	-	-	2	5	7	2.1	2	5	7	.8
Misc.	29	36	65	12.3	36	55	91	27.4	65	91	156	18.1
Total Responses	291	317	608		215	190	405		506	507	1013	
Total Respondents	257	270	527	100	162	171	333	100	419	441	860	100

Program preference

Program preferences bear out the basic reasons which move people to first turn on radio. Music dominates the first choice, with news and weather following. The male preference for sports programming shows clearly in this report and it becomes obvious the TV trend for "Westerns" has not carried into radio. The tremendous preference for music by women makes all important the daytime programming of music women find appealing.

Q WHAT KINDS OF PROGRAMS DO YOU LIKE MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
Music	186	229	415	68.1	126	135	261	67.0	312	364	676	67.6
Popular Music Records	1	3	4	.7	9	7	16	4.1	10	10	20	2.0
Rock & Roll	3	4	7	1.1	10	2	12	3.1	13	6	19	1.9
News	76	63	139	22.8	76	78	154	39.5	152	141	293	29.3
Sports & Sport Results	60	12	72	11.8	46	8	54	13.8	106	20	126	12.6
Weather	26	21	47	7.7	11	10	21	5.4	37	31	68	6.8
Stories, Soap Operas	29	49	78	12.8	10	31	41	10.5	39	80	119	11.9
Dramas	1	4	5	.8	5	2	7	1.8	6	6	12	1.2
Foreign Language	16	10	26	4.3	8	6	14	3.6	24	16	40	4.0
Mysteries	16	2	18	3.0	4	2	6	1.5	20	4	24	2.4
Arthur Godfrey	-	1	1	.2	13	6	19	4.9	13	7	20	2.0
Religious	3	9	12	2.0	1	6	7	1.8	4	15	19	1.9
Classical Opera	2	1	3	.5	6	5	11	2.8	8	6	14	1.4
Westerns	3	-	3	.5	8	1	9	2.3	11	1	12	1.2
Variety	3	4	7	1.1	2	1	3	.8	5	5	10	1.0
Misc.	15	13	28	4.6	20	16	36	9.2	35	29	64	6.4
No Preference	11	20	31	5.1	2	15	17	4.4	13	35	48	4.8
Total Responses	451	445	896		357	331	688		808	776	1584	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHICH RADIO STATION, IF ANY, DO YOU PREFER FOR NEWS?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	99	55	154	25.3	43	38	81	20.8	142	93	235	23.5
WBZ	62	74	136	22.3	29	27	56	14.4	91	101	192	19.2
WNAC	45	35	80	13.1	21	21	42	10 8	66	56	122	12.2
WEEI	43	40	83	13.6	9	4	13	3 3	52	44	96	9 6
WCOP	29	39	68	11 1	1	1	2	.5	30	40	70	7.0
WORL	3	14	17	2.8	-	-	-	-	3	14	17	1.7
None	9	13	22	3.6	17	15	32	8.2	26	28	54	5.4
Don t Know	15	35	50	8 2	75	89	164	42.0	90	124	214	21.4
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q FOR ALL AROUND LISTENING, WHICH ONE RADIO STATION DO YOU PREFER MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	74	56	130	21.3	47	30	77	19.7	121	86	207	20.7
WBZ	55	63	118	19 4	34	26	60	15.4	89	89	178	17.8
WCOP	50	62	112	18.4	1	5	6	1.5	51	67	118	11.8
WEEI	39	36	75	12.3	6	3	9	2.3	45	39	84	8.4
WNAC	29	29	58	9 5	6	11	17	4 4	35	40	75	7.5
WORL	16	25	41	6.7	1	2	3	.8	17	27	44	4.4
Others	32	20	52	8.5	86	101	187	47.9	118	121	239	23.9
None	3	2	5	.8	9	14	23	5.9	12	16	28	2.8
Don t Know	7	12	19	3 1	5	3	8	2.0	12	15	27	2.7
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q IF IT BECAME NECESSARY TO TAKE ALL THE RADIO STATIONS OFF THE AIR EXCEPT ONE, WHICH ONE OF THESE RADIO STATIONS WOULD YOU WANT TO REMAIN ON?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	93	34	127	20.8	39	26	65	16.7	132	60	192	19.2
WBZ	66	48	114	18.7	22	30	52	13.3	88	78	166	16.6
WNAC	36	28	64	10.5	13	21	34	8.7	49	49	98	9.8
WCOP	22	44	66	10.8	5	6	11	2.8	27	50	77	7.7
WEEI	24	30	54	8.9	2	10	12	3.1	26	40	66	6.6
WORL	8	19	27	4.4	-	3	3	.8	8	22	30	3.0
None & Don't Know	56	102	158	25.9	114	99	213	54.6	170	201	371	37.1
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q HERE ARE SIX RADIO STATIONS: WHDH, WBZ, WEEI, WNAC WCOP, WORL. WHICH ONE DO YOU LISTEN TO MOST?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	82	56	138	22.6	54	38	92	23.6	136	94	230	23.0
WBZ	52	79	131	21.5	20	42	62	15.9	72	121	193	19.3
WEEI	48	51	99	16.2	12	15	27	6.9	60	66	126	12.6
WCOP	50	59	109	17.9	4	5	9	2.3	54	64	118	11.8
WNAC	26	20	46	7.5	10	10	20	5.1	36	30	66	6.6
WORL	11	29	40	6.6	1	3	4	1.0	12	32	44	4.4
None & Don t Know	36	11	47	7.7	94	82	176	45.1	130	93	223	22.3
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

MALE	BOSTON METRO AREA						OUTER AREA					
	WHOH	WBZ	WEEI	WNAC	WCOP	WORL	WHOH	WBZ	WEEI	WNAC	WCOP	WORL
Like the Music	34	19	7	7	34	10	22	7	1	—	4	1
Good, Frequent News	31	14	15	14	6	–	24	6	6	3	–	–
Latest Popular Records	1	9	–	–	6	4	–	–	–			–
More Music On Station	–		–	–	–	–	–	–	–	–	–	–
Weather, Complete Weather Reports	2	5	3		–	–	–	2	3	2	–	–
Variety	–	–	12	7	–	–	4	1	1			–
Better Programs	3	3	4	–	–	–	5	1	1	2	–	–
Fewer Commercials	–	1	–		1	1	–	–	–	–	–	–
Like Announcer	–	2		–	1	–	2	2		–	–	–
Sports	61	5	5				7	1	3	1	–	–
Clearer Reception	3	6		8	–	–	7	4		2	–	
Habit	–			–	–	–	3	2	–	–	–	–
Like A Particular Program, Personality	–	–	3	–	–	–	–	1	3	–	–	–
Misc.	7	4	10	9	5	1	4	2	2			–
No Particular Reason	2	3	–				2	2	–	2	–	–
Total Responses	144	71	59	45	53	16	80	31	20	12	4	1
Total Respondents	82	52	48	26	50	11	54	20	12	10	4	1

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

FEMALE	BOSTON METRO AREA						OUTER AREA					
	WHDH	WBZ	WEEI	WNAC	WCOP	WORL	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like the Music	31	35	15	6	33	16	18	27	2	3	2	1
Good, Frequent News	14	21	14	11	4	2	8	7	1	1	4	–
Latest Popular Records	7	7	1	–	9	3	–	1	–	–	–	1
More Music On Station	4	3	–	–	8	2	–	1	–	–	–	–
Weather, Complete Weather Reports	5	5	–	6	2	2	–	–	1	1	–	–
Variety	1	4	8	2	2	2	5	2	3	1	–	–
Better Programs	3	5	6	–	1	–	–	1	2	–	–	–
Fewer Commercials	–	1	–	1	7	1	–	–	–	–	–	–
Like Announcer	2	9	6	–	1	3	–	–	–	–	–	–
Sports	8	2	–	–	–	–	3	–	–	–	–	–
Clearer Reception	2	3	–	–	1	–	–	4	–	1	–	–
Habit	2	–	–	–	1	–	2	1	4	–	–	–
Like A Particular Program, Personality	1	1	3	–	–	1	3	1	1	1	–	–
Misc.	5	5	18	3	3	2	2	2	1	3	–	1
No Particular Reason	1	7	1	2	2	2	2	2	2	2	–	–
Total Responses	86	108	72	31	74	36	43	49	17	13	6	3
Total Respondents	56	79	51	20	59	29	38	42	15	10	5	3

Q WHY DO YOU PREFER THE STATION YOU LISTEN TO MOST?

	TOTAL AREA					
MALE	WHDH	WBZ	WEEI	WNAC	WCOP	WORL
Like The Music	56	26	8	7	38	11
Latest Popular Records	1	9	–	–	6	4
More Music On Station	–	–	–	–	–	–
Sports	68	6	8	1	–	–
Good, Frequent News	55	20	21	17	6	–
Weather, Complete Weather Reports	2	7	6	2	–	–
Variety	4	1	13	7	–	–
Better Programs	8	4	5	2	–	–
Like A Particular Program, A Personality	–	1	6			–
Like Announcer	2	4			1	–
Fewer Commercials	–	1		–	1	1
Clearer Reception	10	10	–	10	–	–
Habit	3	2		–	–	–
Misc.	11	6	12	9	5	1
No Particular Reason	4	5	–	2	–	–
Total Responses	224	102	79	57	57	17
Total Respondents	136	72	60	36	54	12
FEMALE						
Like The Music	49	62	17	9	35	17
Latest Popular Records	7	8	1	–	9	4
More Music On Station	4	4	–	–	8	2
Sports	11	2	–		–	–
Good, Frequent News	22	28	15	12	8	2
Weather, Complete Weather Reports	5	5	1	7	2	2
Variety	6	6	11	3	2	2
Better Programs	3	6	8	–	1	–
Like A Particular Program, A Personality	4	2	4	1	–	1
Like Announcer	2	9	6		1	3
Fewer Commercials	–	1	–	1	7	1
Clearer Reception	2	7	–	1	1	–
Habit	4	1	4	–	1	–
Misc.	7	7	19	6	3	3
No Particular Reason	3	9	3	4	2	2
Total Responses	129	157	89	44	80	39
Total Respondents	94	121	66	30	64	32

Station image

The stature a station occupies in its community is built by its people, its programming and its alertness to the desires and needs of its listeners. A station's image is at best an intangible thing, but its importance cannot be minimized. The WHDH image is one of believability and reflects the result of more than a decade of responsible management.

Q IF YOU HEARD CONFLICTING ACCOUNTS OF THE SAME NEWS STORY ON DIFFERENT RADIO STATIONS, WHICH OF THESE STATIONS WOULD YOU BELIEVE?

	BOSTON METRO AREA				OUTER AREA				TOTAL AREA			
	M	F	Total	%	M	F	Total	%	M	F	Total	%
WHDH	74	80	154	25.3	49	58	107	27.4	123	138	261	26.1
WBZ	51	89	140	22.9	38	41	79	20.2	89	130	219	21.9
WNAC	42	59	101	16.6	16	27	43	11.0	58	86	144	14.4
WEEI	58	31	89	14.6	12	16	28	7.2	70	47	117	11.7
WCOP	23	40	63	10.3	2	4	6	1.5	25	44	69	6.9
None	12	18	30	4.9	18	12	30	7.7	30	30	60	6.0
WORL	3	21	24	3.9		1	1	.3	3	22	25	2.5
Don't Know	64	37	101	16.6	67	75	142	36.7	131	112	243	24.3
Total Responses	327	375	702		202	234	436		529	609	1138	
Total Respondents	305	305	610	100	195	195	390	100	500	500	1000	100

Here is the composition of respondents in the WHDH qualitative survey:

DISTRIBUTION BETWEEN METROPOLITAN AREA AND OUTSIDE AREA

	M	F	Total	%
Boston Met. Area	305	305	610	61.0
Outside Area	195	195	390	39.0
Total Respondents	500	500	1000	100

DISTRIBUTION BY AGE

	M	F	Total	%
15-19	31	44	75	7.0
20-24	42	45	87	8.7
25-34	97	110	207	20.7
35-49	153	171	324	32.4
50 and over	177	130	307	30.7
Total Respondents	500	500	1000	100

AUTOMOBILE IN FAMILY

	#	%
Have Car	724	72 4
No Car	276	27.6
Total Respondents	1000	100

RESIDENT STATUS

	#	%
Home Owner	401	40.1
Renter	599	59.9
Total Respondents	1000	100

FAMILY INCOME

	#	%
Less than $2000	83	8.3
$2000-2999	98	9.8
$3000-3999	189	18.9
$4000-4999	256	25.6
$5000-6999	242	24.2
$7000-9999	82	8.2
$10000 and over	50	5.0
Total Respondents	1000	100

We have stated our premise that the 1953-1958 era has seen radio's five years of greatest change. It has also been WHDH's five years of greatest growth.

By *responsible programming* and by alertness to what builds and holds a radio audience, WHDH Boston has maintained its position as the undisputed leader in New England radio.

The results of the Pulse, Inc. survey on the foregoing pages provide the means of showing the *reasons* behind this leadership—the *reasons* why WHDH Boston is first in 489 out of 500 radio quarter hour periods and first or second in 497 out of 500 rated quarter hours.

Times change—audiences change—but WHDH's only change is the further strengthening of its leadership in New England radio.

WHDH

850 KC. 50,000W BOSTON

Represented Nationally by John Blair and Company

WKLO

Louisville, Kentucky

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

This microphone is a unifying force for 312,830 Carolina families who listen weekly during daytime to one of America's all-time great stations. WBT families constitute the nation's 24th largest radio market — make a WBT buy your 24th step to national radio coverage.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

Radio Listening Remains at Work On the Weekend

Audience maintains high level on Saturday and Sunday. Weekend peaks often compare favorably with Monday-through-Friday peaks

Radio listening takes no vacation on weekends.

And although the Saturday and Sunday audience is greater during hot weather than during the cooler months, the total number of radios turned on as well as the people listening indicates a high level of radio attentiveness on these days throughout the year.

In fact, it may come as somewhat of a surprise that peak listening in certain markets on the weekends is

higher than peak listening during the coveted "traffic" hours Monday through Friday. In Washington, D. C., for example, the number of homes using radio on Saturday from 9:30 to 10 a.m. is 22 percent compared with about 21 percent from 8 to 8:30 a.m., Monday through Friday. These are Nielsen estimates for May 1958. All listening, including car radio, is measured in terms of homes.

Lack of Attention

Although the weekend audience is substantial and at times compares favorably with weekday listening, it has received step-child treatment, for the most part, from the national advertisers. Part of the reason is a lack of intensified selling effort by radio; another is the obstacle of breaking down prejudices concerning certain time periods of the week.

The weekend audience has been a growing factor for several years, receiving its greatest boost from the expansion of out-of-home listening Some of its present-day dimensions are:

- A comparatively high level of listening with Saturday greater than Sunday.
- Higher number of persons per home are tuned in than during the week.
- Listening on a Saturday morning reaches 44 percent of radio homes compared with 69.3 percent for the five-day, Monday-through-Friday morning listening, according to Nielsen.
- New forms of programming that stress service themes.
- Pulse analyses show that news and sports features get the greatest audience on any station.

Although the pattern of listening varies from market to market, many metropolitan areas show the strength of weekend radio when compared with weekday listening. According to Hooper, the highest listening in the week in Atlanta is Saturday from 10 a.m. to 6 p.m. with 17 percent of the radio sets in use. This compares with 15.7 percent for Monday through Friday from 7 a.m. to 12 p.m. This was the January to February 1958 report.

In Boston, the Hooper report for January through March 1958 shows that 17.4 percent of the radio sets are in use Saturday daytime compared with 17.5 percent for the Monday-through-Friday morning hours.

Many national advertisers have shown some reluctance to buy weekend radio. The exceptions to this are spot and network news shows.

It is generally believed that the weekend audience is ideal for products with a wide appeal to the man of the house. Such things as autos and auto products, gas and oil and other items. Moreover, it is estimated that more listeners per home are tuned in on weekends (1.6 persons during the morning weekday hours compared with 2.3 on Sunday mornings, according to RAB). This points up the fact that while the male can be easily reached on the weekends, the other members of the family are listening at the same time.

Uses Made

Among the advertisers who have made considerable use of weekend radio is General Motors Acceptance Corp., New York. Since 1956, the company has devoted its entire radio budget to Saturday and Sunday times. The firm, through its agency, Campbell-Ewald Inc., New York, has been buying spot announcements in 180 markets and stations. These spots are generally tied to some type of traffic assistance or safety information broadcast. Actually, GMAC experimented with this format about five years ago in one or two eastern markets. The current campaign runs from the weekend before Memorial Day to the second week of September.

A newcomer to the weekend advertiser roster—but an old radio customer—is Esso Standard Oil Co., New York. The company used announcements in 35 markets in 18 states, chiefly middle Atlantic states and stretching to Tennessee and Arkansas. Through its agency, McCann-Erickson Inc., New York, Esso bought primarily news adjacencies but also rotated to music and other programs in order to reach as many different prospects as possible.

Initially Successful

The campaign ran from May 15 to July 4. Although the complete results are not yet tabulated, the agency reports that the drive was initially successful with the possibility that a similar one may be considered this year or next.

Probably the chief reason for the tremendous growth of the Saturday and Sunday audience has been out-of-home listening, notably car listening. A Pulse estimate shows that out of-home listening can account for as much as 60 to 65 percent of the weekend audience. And an analysis by H-R Representatives Inc. states that auto listening adds as much as 40 to 50 percent to the in-home audience compared to 30 to 40 percent during peak weekday driving times.

In San Diego, for example, the auto radio audience, according to Nielsen, reached a high of 62 percent of the total homes using radio on a Sunday last April. This compares with a high of 47 percent of the audience for Monday through Friday.

Weekly In-Home Audience

(Excluding Weekend Out-of-Home Bonus)

By Dayparts	AVERAGE MINUTE % Radio Homes	AVERAGE MINUTE No. (000)	WEEKLY CUMULATIVE TOTAL % Radio Homes	WEEKLY CUMULATIVE TOTAL No. (000)	
Saturday Morn.	10.8	5,260	44.0	21,428	*One Day's Reach Compared With*
Saturday Aft.	11.5	5,601	39.4	19,188	
Sunday Morn.	9.5	4,627	37.5	18,263	
Sunday Aft.	11.1	5,406	34.5	16,802	
Mon.-Fri. Morn.	14.2	6,915	69.3	33,749	*Five-Day Build-up*
Mon.-Fri. Aft.	10.6	5,162	61.8	30,097	

Source: A. C. Nielsen, March 2 to 8, 1958

But a surprising counter development also is noted in examining audience research figures. During certain times of the day when the total radio audience is extremely high, the car radio factor is minimal. In Los Angeles on a Saturday last March, radio listening reached a high of more than 26 percent of homes with radio. Yet, the auto radio factor accounted for only 13 percent of the total audience at that time. If nothing else, this fact shows that probably more than 80 percent of the audience was listening at home, demonstrating that the weekend radio audience is not always a car audience.

The strength of the out-of-home audience, however, is that radio is the only medium that can reach people away from home with any consistency. A Pulse representative declares that even when the in-home audience might be pared because of something like a televised baseball game, the level of out-of-home listening remains constant from week to week.

Probably the greatest influence the away-from-home audience has had on radio has been in programming. With people on the move or planning trips, radio has taken the lead in service features. Such things as traffic information, weather, appeals for highway safety and local, national and international news all play a key part in most radio stations' weekend bill of fare. Sponsors have shown increased willingness to back these programs across the country. In addition, other programming such as

(Cont'd on p. 70)

Constant Listening

Washington, D. C.

Peak Weekend Tune-in	Peak Weekday Tune-in
22% (Saturday, 9:30 to 10 a.m.)	21% (Monday through Friday, 8 to 8:30 a.m.)

Nielsen, May 1958

Los Angeles

Peak Weekend Tune-in	Peak Weekday Tune-in
26.5% (Saturday, 12 to 12:30 p. m.)	28.7% (Monday through Friday, 7:30 to 8 a.m.)

Nielsen, March 1958

Atlanta

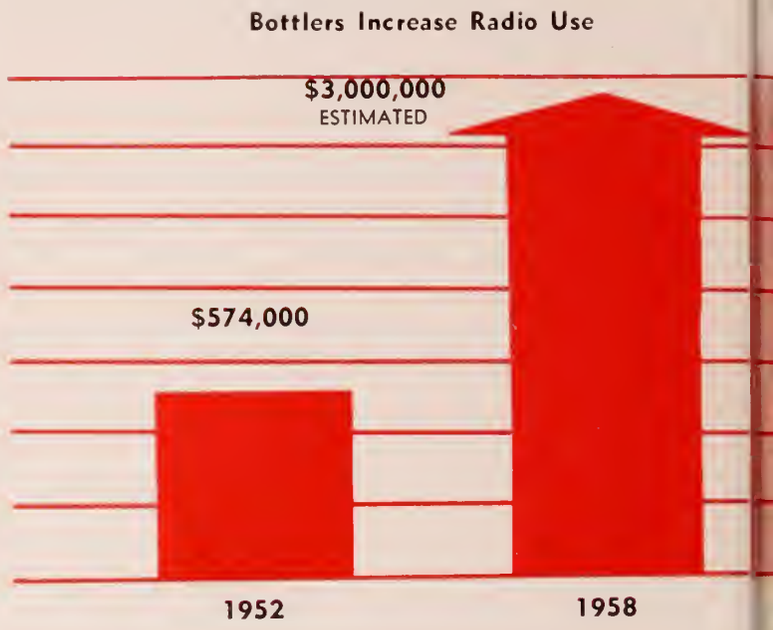
Peak Weekend Tune-in	Peak Weekday Tune-in
17% (Saturday, 10 a.m. to 6 p.m.)	15.7% (Monday through Friday, 7 a.m. to 12 p.m.)

Hooper, January to February 1958

Boston

Peak Weekend Tune-in	Peak Weekday Tune-in
17.4% (Saturday, 10 a.m. to 6 p.m.)	17.5% (Monday through Friday, 7 a.m. to 12 p.m.)

Hooper, January through March 1958



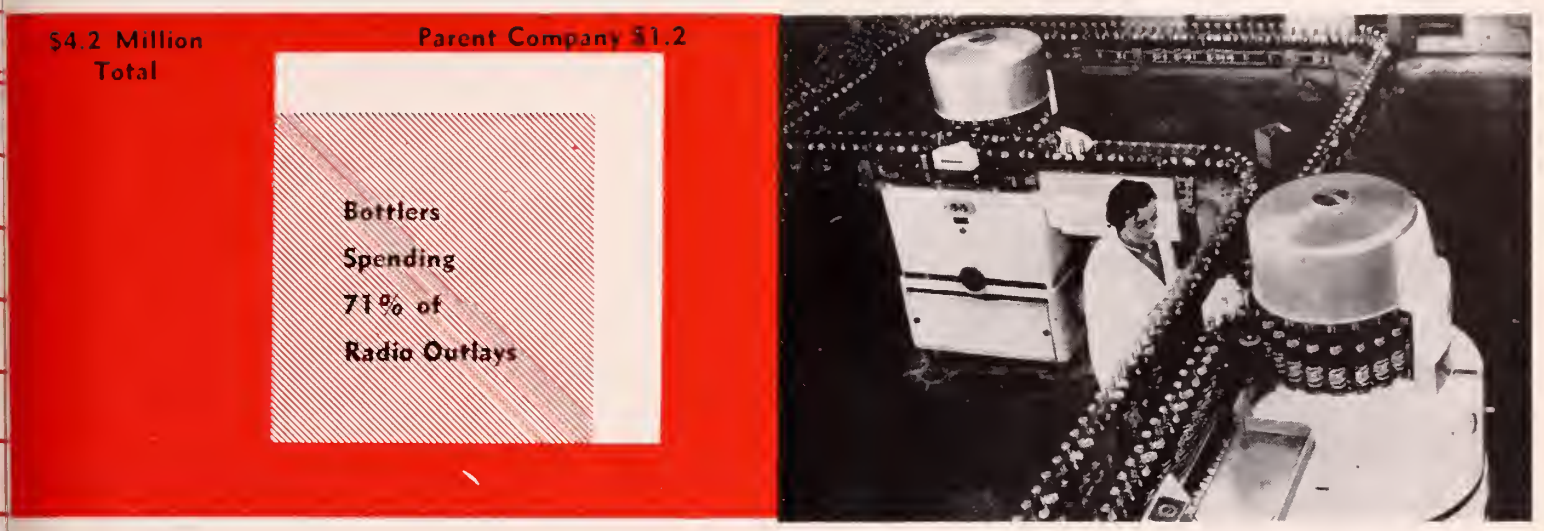
Pepsi and Bottlers 'Keep Up to Date' With Radio

The independent bottler turns up as the voice behind the scenes in the company's ad strategy

In the last eight years the Pepsi-Cola Co. has undergone a series of major operations on its management, its product, its package and its advertising strategy. The patient—whose progress on all fronts has been widely reported—is now fully recovered and claims to be the fastest growing cola company in the country.

According to J. Charles Derrick, vice president and advertising manager, Pepsi's health has improved by 148 percent, the figure by which sales have climbed since 1950, its low year. The firm's current assets have increased from $17.5 million in 1950 to $33.7 million last year.

The cola company has not, how-



ever, had to travel the sometimes rocky road to economic recovery alone. Although often remaining in the shadows, leaving the spotlight to the parent firm, many helping hands have reached out in Pepsi's direction. A majority of them come from Pepsi's 550 bottlers throughout the country and the nearly 1,000 radio stations on which these independent businessmen are spending almost $3 million this year, according to Richard Burgess, vice president in charge of domestic sales.

Much of this money is over and above the bottlers' share of the co-op funds allotted to advertising and most of it is spent for local spot during daytime hours to reach the housewife. The bottler, Mr. Derrick explains, buys his own radio time and has discretion in all media over both his own funds and the parent company's co-op outlay.

The parent company is earmarking nearly $1.2 million this year for radio co-op and, for the second consecutive year, is buying 20 spots per weekend for 13 summer weeks on the Bob & Ray and Fibber McGee & Molly segments of *Monitor*, Mr. Derrick reports.

From the depression days when

J. Charles Derrick (left), Pepsi vice president and advertising manager, discusses 1958 ad strategy with Joseph C. Lieb, vice president and account supervisor for Kenyon & Eckhardt. Mr. Derrick holds "hostess" size bottle of Pepsi.

The start of a profitable relationship between radio and a bottler occurred in 1954 when one of the largest local contracts was awarded to WDSU New Orleans. Left to right: Louis Read, WDSU v. p.; Harry England, pres., Gulf Bottlers; Hal Matthews, then WDSU comm. mgr., and James Aldige Jr., Gulf's adv. agent.

Pepsi was snubbed as a cheap imitation of its chief competitor, right down to the palmy present, the parent company, its bottlers and radio have enjoyed a long history of mutual benefit.

Prior to, during and after World War II, Pepsi-Cola made advertising and radio headlines as one of the first products to use saturation spots. So successful was this year-in-year-out radio campaign that many adults today still know the Pepsi "twice as much for a nickel, too" jingle as well as they do their own names. This situation has proved somewhat embarrassing to the present management and its agency, Kenyon & Eckhardt Inc., New York, which is still trying to kill off the old jingle and the old product image in favor of the new "Be sociable, look smart" concept.

In view of radio's and Pepsi's long marriage, it was perhaps only natural that in at least one instance a Pepsi bottler, whose biggest competitor was outselling him 20 to one, should have turned five years ago to saturation radio to lift him out of the doldrums. Today, the odds are down to three to one and this in spite of the fact that the major competitor in that market has not had any drastic sales decreases.

Closing the Gap

According to Harry England, president, Gulf Bottlers Inc., New Orleans, radio has been instrumental in closing the gap. "When we first started in 1953 (shortly after Mr. England took over the Pepsi franchise in the area), we ran nearly 300 spots per week during the peak soft drink months of June, July and August.

"Sales went up that year and in successive years sales have continued to rise as we poured the major share of our advertising budget into radio, sometimes using as many as 11 stations or as few as four," Mr. England states.

For Pepsi-Cola on a national basis, radio has been one factor, among others, that has helped since 1950 to reduce Coca-Cola's lead from five-and-a-half cases of Coke sold to Pepsi's one — to the company's present claim of a two-to-one competitive position, according to Mr. Derrick.

"There is one national medium that lends itself to the development of the cold bottle market," Mr. Derrick says. "Radio. There are more and more portable radios and car radios being sold in this nation today than ever before. There is more leisure time . . . people are moving out of doors . . . they are going away from their homes. One thing they take with them is the radio."

Radio's Portability

This desire to take advantage of radio's portability during the summer months and to provide a national advertising "umbrella" for its bottlers prompted the parent firm's *Monitor* buy, according to Mr. Derrick. This, in spite of the fact that Pepsi sales, unlike most cola drinks', remain fairly consistent all year around, he says, and were up by only 10 percent in the hot weather months last year.

In this connection, the parent company advises its bottlers to buy morning radio heavily all year around to reach women prior to shopping, but recommends an increase in coverage throughout the day in the summer.

According to Joseph C. Lieb, vice president and account supervisor, Kenyon & Eckhardt, radio is most widely used by Pepsi bottlers in the South Atlantic states, traditionally the highest per capita cola consumers in the country. "Pepsi-Cola's sales growth there," he states, "is still ahead of the rest of the country."

Mr. Lieb also notes a recent trend towards a regional pooling by two or more bottlers of advertising resources in radio as well as in other media to get wider and more even coverage. "We should like to see more of this because we believe it is not only a more efficient method of buying time and integrating all media, but also because it reduces cost per thousand.

Higher Rates

"When local bottlers build a wall around their own territory," Mr. Lieb explains, "they pay higher rates" and, in addition, a bottler will sometimes turn down a buy on the best station around because its coverage overlaps beyond his own territory, he points out.

On the other hand, Mr. Lieb says, impediments to regional pools crop up in the form of price differentials. (There are 18 different prices for Pepsi-Cola in the U. S.) "If one bottler is selling Pepsi at $1.35 a case and his neighbor is selling at $1.20, it's not fair to ask the lower-priced man to support advertising for the $1.35 bottler."

Problems like this are the kind the Pepsi-Cola Co. prides itself on trying to work out with the bottler through its eight regional and four district offices.

Pepsi's regional men help train the bottler and his salesmen in distribution techniques (most of the bottlers are also their own distributors); they assist in setting up books and instituting new product controls; they provide point-of-sale material, truck banners and interior store displays. In addition, the regional offices circulate annually an advertising catalog prepared by the parent company and its agency. This outlines the campaign for the year in all media, lists the ads and spots available and serves as a general guide to the bottler in his planning.

All this aid is given, according to

Alfred N. Steele, Pepsi-Cola board chairman.

Richard Burgess, Pepsi v. p., domestic sales.

Mr. Lieb, "because the local bottler must be successful before the parent company can be successful." Alfred N. Steele, board chairman for Pepsi-Cola, describes it this way in his "bottlers' creed": "Our bottler is our customer and our friend. He likes us and we like him. He owns his own business (the parent company simply sells him a franchise and supplies him with concentrate) . . . . When we call on our bottler we are guests in his house. . . . This is a two-way street. He cannot exist without us. We do not exist without him."

This highly developed and delicately balanced relationship between the parent company and the bottler is one of the refinements engendered by the new management under Mr. Steele, which came into power in 1950. It is one of the factors that has aided the company in its upward swing.

An even more basic consideration, perhaps, is the formula change instituted by the new management several years ago.

"Pepsi had been made for children, heavy and sticky," Mr. Lieb explains. "Now it is manufactured for adults and is lighter and less sweet." In view of the fact that, according to Mr. Derrick, 64 percent of the cola market consists of persons over 19 years of age, this about-face is another factor accounting for a substantial proportion of the company's sales increases since the turn of the decade.

Shortly after the formula switch, Pepsi redesigned its bottle — in a "swirl" pattern with new baked-in labels—and has gradually been distributing it across the country as the old bottles require replacement.

At about the same time the new bottles were introduced, the company began drastically to revamp its advertising. "We wanted to take Pepsi out of the kitchen and into the living room," Mr. Derrick explains, "and we also wanted to appeal to the modern trend towards lightness slimness and leisure. Instead of appealing to children with quantity—which worked all right during the depression—we wanted to sell Pepsi as an amenity, a 'moment of pleasure.' "

In keeping with this approach, the old "more bounce to the ounce" words, which had succeeded the "twice as much for a nickel, too" lyrics, were dropped in 1952, but the music was retained. The new lyrics pointed out that Pepsi was "up to date with modern folks who watch their weight."

Old Image Retained

Unfortunately, according to Mr. Lieb, the only thing accomplished by this change was a continuation of the old product image Pepsi was trying to destroy because people associated the familiar music with the familiar image.

In May of this year, the firm introduced spritely, new music to go with the altered copy theme—which also added the ingredient of sociability to that of light refreshment. In addition, instead of hitting hard at guilt ridden dieters, K & E presented the same idea with considerably more finesse by urging Pepsi drinkers to "stay young and fair and debonair."

The new musical commercials are available in 10's, 20's, 30's and minutes. And there is also a series of live announcements employing the same copy ideas—these are without music.

Mr. Derrick has noted in the relatively short time since they were released that there are more requests for the longer time lengths from bottlers than before the commercial switch. This he interprets as not only a compliment for the new words and music, but also as a possible indication of heavier radio buying.

"Radio certainly has changed since our first theme was introduced," Mr. Derrick remarks, "and the new theme and commercials take cognizance of the changes that have come about in the medium.

"Radio today is local, not only in scope but in feeling. The new Pepsi-Cola refreshment song takes advantage of the intimacy and gay mood of today's local radio programming."

Pepsi's emphasis on local radio must come naturally to a company that despite its swelling national proportions is essentially local in character because of its dependence on independent bottlers.

"The secret," Mr. Lieb says, "lies in the fact that Pepsi's bottlers and the parent company are pulling together as never before as a result of the new integration—which carries straight through the operation, from formula to package to advertising.

"As Mr. Steele states, 'Anyone can make a cola, but very few can sell it.' " • • •

THE FM ENIGMA:

Valuable Plus Or Basic Medium?

While continuing to grow, fm searches for a way to stimulate the interest of national advertisers. Appeal to broader base of prospects is being made

How do you evolve from a "valuable plus" into a basic advertising medium? This is the enigma facing a particularly dedicated group of individuals —the fm broadcasters.

The fm'ers liken themselves to the pioneers of the early am days. And while virtually all agree with Ben Strouse, president and general manager of WWDC-AM-FM Washington, D. C., that "we could do more business if we put more sales effort behind it," they don't necessarily concur on how to go about it.

Of the two main bodies of opinion, one agrees with Edith Dick, station manager of WWRL and WRFM New York, that "if fm is to go ahead on its own it must have separate programming."

Just as outspoken are those who, with Theodore Jones, president of WCRB-AM-FM Waltham, Mass., believe that "fm's future lies with the am-fm stereo operator." But both camps agree on the fundamental principle of getting away from the usual am programming.

And both feel that the future of the medium lies in broadening the base of advertising prospects. "It is true that 'serious music' programming has strong appeal to an educated, discriminating audience," says A. W. Dannenbaum Jr., vice president for sales of the Westinghouse Broadcasting Co.

"However," he points out, "it is equally true that this type of audience not only buys the product with limited or specialized appeal but also buys the mass product as well."

Charles W. Kline, president of FM Unlimited Inc., Chicago, explains: "What many rating-conscious agency men fail to realize is that fm listeners are people. They eat, sleep, live in homes or apartments, buy food, clothing, appliances and automobiles just like the mass am audience.

"The only difference," the fm station representative continues, "is that their circumstances such as better income, more education, better housing and more buying power enable them to do all these things a little more selectively."

Current Advertisers

Current lists of fm advertisers contain mostly local clients— "quality" products and services such as travel agencies, book and record clubs, banks and investment firms, more expensive cosmetics, food, wine, clothing and hi-fi outlets, art theaters and automobile dealers.

"The specialized advertiser has been the first to take to fm," Ed Merritt, president of FM Unlimited of New York Inc., points out. "On a city-to-city basis the variety of these accounts is very broad. However, the large advertiser is still generally among the missing."

Fm broadcasters concede that most national advertisers are not yet attracted to the medium in any great number because of the lack of several important requisites:

- Promotion by set manufacturers.
- Audience measurement research.
- A concentrated selling effort on the part of the medium.

A big boost for the medium came recently when the Electronics Industries Association agreed to release a monthly tabulation of fm factory production, the first of which will appear this month.

EIA's fm count was abandoned some years ago on grounds that interest in fm was at such a low ebb the service was unnecessary. The large upswing in fm station construction during the past year as well as the constructon permits outstanding prompted EIA to take a second look at fm.

Getting the national advertiser to take another look is a more difficult problem. His lack of attention to fm is "a repetition of the early days of am radio when this same situation prevailed," Benson Curtis of KRHM Los Angeles states.

"The agencies have hesitated to press the sale of fm to their clients," he says, "largely because of the insufficient fm survey material available in most markets."

Mr. Curtis declares that stations that simulcast have been too busy with their am operations to devote time, effort and money to the development of a medium "which did not offer a comparable immediate earning potential."

He also observes that stations exclusively engaged in fm all too often did not have the money to exploit fully the medium and in most cases went into the functional music services as a means of surviving.

"The result," says Mr. Curtis, "was a rather limited approach to the commercial sale of fm to the advertising agencies. Some of the stations had little or no sales staff and were making calls on the agencies only rarely or once a year."

Station Grants Rise

Years	Grants	Deletions
April 1, 1957 to April 1, 1958	84	23
April 1, 1956 to April 1, 1957	32	30
April 1, 1955 to April 1, 1956	35	35
April 1, 1954 to April 1, 1955	23	45

Source: National Association of Broadcasters.

Two-Year Record

	April 1, 1957	April 1, 1958
Total commercial fm stations authorized	549	612
Total on the air	526	540
Licensed	512	520
Construction permits on the air	14	20

FM

This picture has changed materially in the past 18 months in major metropolitan centers where fm has gained a foothold. In the year ending April 1, 1958, NAB's John Meagher, vice president for radio, reports, "There was more fm station activity . . . than during any of the preceding three years. And happily," he adds, "it was positive activity—with the industry logging a healthy growth record."

Along with increased station activity has come increased programming for home listeners and greater emphasis on promotion of the medium to the agencies and potential sponsors.

"The major selling effort has been on the local level," says WBC's Mr. Dannenbaum. But he predicts that with an increase in the national selling effort "the national advertiser will respond, for the mass product advertiser needs this audience for his product just as he needs the am and tv audience.

"The advertising base in the next few years will broaden," he predicts, "rather than continue in the specialized field because the 'serions' music audience is valuable for nearly every advertiser."

FM Unlimited's Mr. Kline agrees, adding that whether an advertiser is local, regional or national is not of prime importance on fm. What is important, he contends, is that the products or services advertised be of good quality and presented in a way that is appealing to the presumed "better educated" fm audience.

"What sense does it make," he asks, "for competing advertisers, large or small, to try continually to out-scream each other on other broadcast media? Now is the time for agencies and advertisers to get into fm while rates are comparatively low and listener loyalty is high."

Most fm operators, he declares, allow a maximum of six commercial minutes per hour, and less in classical programs. An advertiser can, by buying a substantial block of fm time, assure himself of easy access to the living room without finding his competitors nearby, he points out.

Mr. Jones of WCRB-FM Waltham admits that as of now "national advertisers still seem to prefer am coverage, although many are becoming more aware of the fm audience and are beginning to insist on fm duplication."

On this count, Miss Dick of WRFM New York goes along with Mr. Jones. "Fm very definitely has national as well as local appeal," she states. "Now that we are pitching to national accounts, we are having marked success — such as a recent large purchase by Sinclair.

"A lot more promotion and a tremendous amount of research is needed," she says, "before national advertisers will go into the medium in greater numbers."

Research Starting

Some research is being done. KRHM Los Angeles has released the first report in a continuing study of its market by Facts Consolidated, which leads to the conclusion that the fm audience "warrants important consideration and indicates a broader base for advertising prospects than is generally realized." And The Pulse Inc. has been commissioned by 11 Los Angeles fm stations to do extensive audience research in that area.

Other audience studies have been conducted recently, including a WXHR-FM Cambridge, Mass., survey of Boston area concert music fans; a KEAR-FM San Francisco report on the "striking individuality" of its audience, and a WITH-FM Baltimore rundown of the backgrounds, preferences and buying power of its "regular" listeners.

WCRB-FM Waltham, WRFM New York and KTRH-FM Houston, Tex., have done similar studies of their "regular" listeners. These surveys are made possible by the stations' program guides which sell for from $1 to $3 per year. Response to questionnaires is usually extremely high among the subscribers, who often write that they will cooperate in any survey that helps keep "good music" on the air.

Whether fm will ever be a "mass medium" is a matter of definition among the fm operators these days. Where Mr. Strouse of WWDC-AM-FM Washington thinks that fm "is more of a class medium than a mass medium," WBC's Mr. Dannenbaum calls fm's "discerning and discriminating" listenership a mass audience "as it involves persons from many walks of life."

Although that audience, he explains, is not as great in number as that which listens to am religiously, it is composed of "individuals" who have insatiable appetites for the kind of music that fm makes available.

Fm programming, fm'ers contend, has the effect of increasing the base of broadcast listening by attracting those who want to hear "fine music" reproduced with the high fidelity that is characteristic of fm reception.

"Fine music" itself has as many definitions among fm people as "mass medium" — including concert music, background orchestral music and jazz. Those fm'ers opposed to confining the medium to background music feel that specialized programming will attract particular audiences with common interests and consequently will attract advertisers trying to reach them.

An example is KNOB Long Beach, Calif., which programs only jazz. "To our listeners," says General Manager Al Stein, "*this* is 'fine music.' We feature progressive jazz, big bands, dixieland and Frank and Ella type vocalists."

KNOB hopes eventually to own or affiliate with jazz-fm operations in six major markets.

Some fm operators feel that their medium may be the place for am fare that has been dropped for lack of appeal to a wide-enough audience. Features like *Information Please*, Ted Malone, Mary Margaret McBride, *Weekday* and others, Mr. Klein says, "would have a more responsive and broader appeal on fm."

Other examples are such programs as Henry Morgan, John Henry Faulk, Theodore Bikel, lectures on English drama, United Nations Radio and on-the-scene Broadway play revues presented by WBAI-FM New York.

"The greatest appeal in fm today," says Mr. Merritt of FM Unlimited of New York, "is for any advertiser who wants to get straight through, at the most reasonable costs, to an important adult audience with money to spend. This audience now exists almost tailor-made for any advertiser willing to look a little beyond the patterns of yesterday.

"The cost of reaching this group in, say, the dozen most important cities of the country," he adds, "may well be less than a potential advertiser would spend to saturate one market with am, and be paying for the least productive parts of the audience while so buying."

Mr. Curtis of KRHM Los Angeles also feels that specialized programming will help to broaden the advertising base. Each type of program, he states, should be given sufficiently large segments to attract its own audience and should be conducted by a personality who has had background and reputation in each field.

"When Milton Cross conducts his three-hour show of classical music six nights a week," he explains, "we realize that we are not programming for the masses in the usual concept. But we believe that all of our programs cover a wide scope of interests and tastes."

The energetic fm'ers are making headway. The number of fm stations and sponsor lists are growing. A portion of the public is taking a fancy to specialized programming and the special services of fm. But a hard fight is still ahead.

The biggest job, of course, is in sales where a wider group of advertisers must be convinced of the significance of the fm audience.

"With its wide program variety and the experimental bent seen on the part of many operators, fm today is a most exciting proposition," declares Mr. Merritt, "particularly since the people directly reached are those most valuable to the potential advertiser — the people with money to spend." • • •

City-by-City Growth

BOSTON

	April 1957	April 1958
Channels allocated	10	9
Commercial stations	6	9
Vacancies	4	0

WASHINGTON, D. C.

	April 1957	April 1958
Channels allocated	12	12
Commercial stations	10	11
Vacancies	2	1

CHICAGO

	April 1957	April 1958
Channels allocated	18	18
Commercial stations	13	17
Vacancies	5	1

PHILADELPHIA

	April 1957	April 1958
Channels allocated	11	12
Commercial stations	7	10
Vacancies	4*	2**

* No applications.

** Two applications for one, one for the other.

NEW YORK

	April 1957	April 1958
Channels allocated	18	18
Commercial stations	15	15
Vacancies	2*	2**

* One application for each.

** Two applications for one, three for the other.

LOS ANGELES

	April 1957	April 1958
Channels allocated	20	20
Commercial stations	17	18
Vacancies	3*	2**

* Two applications for each.

** Two applications for one, one for the other.

DETROIT

	April 1957	April 1958
Channels allocated	14	14
Commercial stations	9	10
Vacancies	4	3

HOUSTON

	April 1957	April 1958
Channels allocated	8	8
Commercial stations	2	3
Vacancies	6	5

Source: NAB.

Fresh Label and Fresh Approach for Regional Radio User

"Without radio, we would find it almost impossible to do a marketing job in the Northwest," C. James Kramer, advertising manager of the Heidelberg Brewing Co. of Tacoma, Wash., declares.

Mr. Kramer cites the fact that radio reaches all consumer groups and reaches them with the greatest possible speed. Also, he states, the geography of the Northwest makes radio the only broadcast medium to reach into every area.

"The largest concentrated all-media advertising effort in the history of the Heidelberg brewery" began in early June. Saturation schedules are running on 40 radio stations in 32 cities of Heidelberg's primary marketing area of Washington, Oregon and Idaho. The beer is also distributed in Alaska, northern California and the Hawaiian Islands.

More than 90 percent of the stations employed are running spot announcements, while the remaining outlets employ weather, news and sports programs. The all-media campaign was originally slated to run through Labor Day, but "should the impetus be great enough," Mr. Kramer says, "it is possible that we might carry on the radio saturation in several selected markets."

A major chunk of Heidelberg's nearly $150,000 outlay for radio in 1958—one of the highest radio budgets of any brewer in the Northwest, according to Mr. Kramer—went into the summer blitz campaign. The saturation had three original purposes:

- To reach the "occasional summertime beer drinker."
- To "remind" the loyal customer.
- To sell Heidelberg's new label.

The "occasional drinker," explains Thomas F. Killilea, account executive for Heidelberg in the Seattle office of Guild, Bascom & Bonfigli Inc., is a consumer who "comes out of his cave, like the hibernating bear, when the sun is shining. This consumer immediately starts drinking fair-sized quantities of beer that he never touches in the winter.

"It is the winning of this occasional drinker," Mr. Killilea notes, "that can make or break the sales program for the year. We firmly believe," he adds, "that through spot radio, used on a heavy and consistent basis, we can reach this oc-

Northwest brewer uses spot radio to reach 'everyone.' Firm in the midst of the biggest advertising campaign in its 58-year history

Distribution Areas:

Washington
Oregon
Idaho
Northern California
Alaska
Hawaiian Islands

C. James Kramer, Heidelberg adv. mgr.

Thomas F. Killilea, GB&B account exec.

casional drinker at a time when he is thinking about having a beer or when he is setting out to buy it.

"This can be done at an economical cost and naturally has the added advantage of reminding our loyal customers of Heidelberg."

Mr. Killilea says that Heidelberg goes after the beer drinker via radio because the medium "has become an integral part of our daily life. Though admittedly tv can claim immense listening audiences, radio is still an even greater force in our daily living.

Primary Source

"Everyone uses radio as a primary source of daily information and relaxation," he states. "This is proved by the fact that today more radio sets are sold than at any other time in history in the U. S."

Heidelberg's Mr. Kramer agrees with the agency's views on the sound medium, saying that "radio is one medium of advertising that reaches all classes of consumers in all economic brackets and all age brackets."

Facing the problem of getting the message of Heidelberg's new label to the public in a hurry, the client and GB&B evolved an all-media campaign around a "slow brewed" theme that had become familiar to the public.

The new label, suggested by Heidelberg President Norman Davis, has the distinction of an identifying shape which he called "the round triangle." This makes it possible, says Mr. Kramer, "to tie in our theme and our new label in one package.

"Radio's part of the campaign is to tell customers to look for the round triangle that makes the outside of Heidelberg's bottles and cans as bright and fresh as the beer inside.

"To get this message across in a hurry," Mr. Kramer reports, "we bought saturation spot schedules in all of our major markets and within two weeks' time we found the consumers were already aware and attracted to our new label."

The Heidelberg commercials steer clear of "the area of wild claims," according to Mr. Kramer. Instead, they are "entertaining, friendly and capable of reminding customers to buy the product.

"On radio," he explains, "we obviously cannot display the product and it is difficult to describe beer and do it justice. For these reasons, we try for copy that will make friends and leave people with a good feeling toward Heidelberg."

As part of its new label campaign, GB&B has come up with straight one-minute announcements stressing "a bright modern face, with the same good taste" and "look for the round triangle."

But by far the most popular commercials are the one-minute comedy "situation" spots in which an announcer might interview a Swiss "birdman" about to make a parachute jump, a French missile-man about to be launched into space or a "human torch" about to be shot from a cannon.

Each situation takes place at a site familiar to residents of the Northwest, each features a comical accident resulting in a crash from great heights and in each case the hero is drinking his Heidelberg on the way down—proving that Heidelberg "tastes good going down any time, any place."

Feel the Impact

"We have been on the air with our new saturation spots and a new jingle since June 2," says Mr. Killilea, "and we are starting to feel the impact of the campaign now. People are talking about our spots, asking questions about them and quoting the punch lines."

The commercials are one-minute

in length, says Richard Tyler, administrative head of GB&B's media department in San Francisco, "because we feel we need that much time to get our selling story across.

"GB&B's method of selecting stations and setting up schedules varies to a great extent on the product and sales objective desired," says Mr. Tyler.

"For example, we would have different conclusions for launching a new product than we had in setting up Heidelberg's schedules to introduce the new label, push for summertime business and complement other media.

"We know that if radio is used properly, the results will be extremely productive with a high degree of impact and saturation obtained at lower cost."

Campaign Reviewed

In reviewing the campaign, GB&B's Mr. Killilea points to the line, "look for the round triangle," as the phrase that "rounded out a well-constructed campaign and allowed radio to give us a visual description of the design.

"It tied our radio along with our visual media—outdoor, tv and newspaper. And it has reached the stage that here in the Northwest if anyone happens to mention the round triangle, people associate it invariably with Heidelberg beer."

Heidelberg and its agency are no newcomers to radio. Radio billings of GB&B increased approximately 100 percent in 1957 over 1956 and another increase is expected when all the figures are in for 1958, according to Rod MacDonald, vice president and director of the media department at the agency's San Francisco headquarters.

"In general, we have used a considerable amount of radio for almost every account in the shop. We have used network programs in the past," Mr. MacDonald says, "for two of our large national accounts and we have used spot radio for both national and regional accounts.

"We have had measurable success with radio, as we have used only this medium in certain markets and have been able to observe a definite sales response."

The Tacoma brewery, which opened its doors in 1900 and now turns out 20,000 cases or a half-million bottles a day, is also a long-time user of the sound medium.

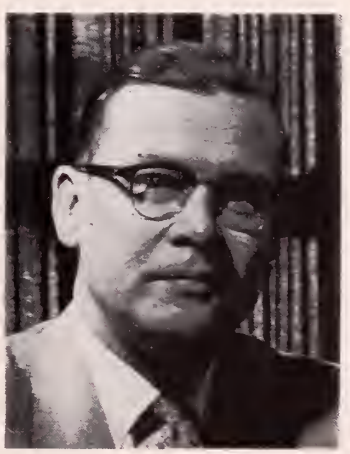
Today's plant has all of the modern conveniences, a radical change from the original brewery. The Columbia Brewing Co., as it was then called, began operations with a seven-man staff. The first building was a small frame affair on the site of the present brewery. At that time, the brewery was big enough for a few wooden bins, tubs, kettles and tanks.

"Over a long period of years we have been a constant radio user," Mr. Kramer states. "For many years, we had a singing duet called the 'Heidelberg Harmonaires' whose programs were broadcast in practically every radio market in the states of Washington, Oregon and Idaho."

As for the present campaign, he says, "we have successfully adopted a policy of pyramiding our spots on Wednesday, Thursday and Friday in order to catch the weekend trade. We feel, however, that the most effective thing we have done is to use the bulk of our radio on a continuous basis."

Mr. Kramer reveals that radio advertising contributes a valuable and unexpected plus to Heidelberg's sales efforts. He reports that radio in the firm's advertising format "is a great psychological factor on our sales force and distributing organization. They feel that the broadcast medium is very important and they look upon people who work in radio as being responsible for much of their success."

"In the future plans of Heidelberg," Mr. Killilea declares, "one thing will be certain—that radio will always be a major phase of any Heidelberg advertising campaign. Heidelberg will continue to use radio on a saturation basis in every major market possible." • • •



Rod MacDonald, GB&B vice pres.

Richard Tyler, media admin. head.

Robert T. Bartley

I am not interested so much in percentages or precise classifications as I am in whether a licensee has rendered a "service" to his community during his "stewardship" of the past license term. By this I mean has he attempted reasonably to meet the needs of his audience in terms of his role as a leader in the community in entertainment, information, education and commerce.

T. A. M. Craven

The commission has no business in programming. It's censorship. Complaints of bad business practices will prompt my interest but I can't conceive how the FCC can determine program balance for a community it's never seen.

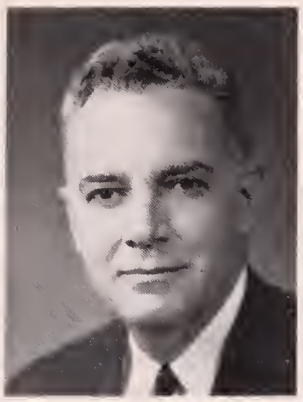
John S. Cross

We must consider all applications on an individual basis. I look particularly at proposals vs. performance. What is "paramount" is, of course, the public interest.

FCC Walks Programming

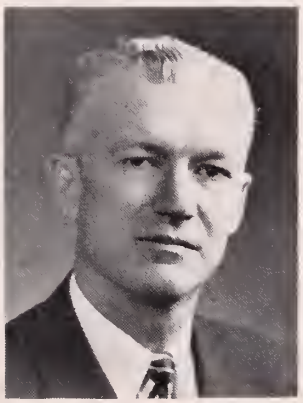
John C. Doerfer, chairman

All renewal applications are different so they must be considered on that basis. There is no one section of the application that outweighs the other in importance. It's the overall performance picture that influences my decision.



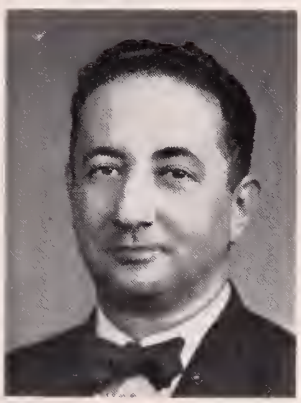
Frederick Ford

My decisions are based on the "public interest, convenience and necessity." In making a determination on a renewal, any one of numerous factors may be predominant in a given case.



Rosel H. Hyde

I am interested in whether an applicant's record shows a conscientious effort to be fair and reasonable. I am also interested in activities indicating the application of imagination and study.



Robert E. Lee

Over-commercialization concerns me. I have no objection to commercial programs but I do object to excessive amounts of commercial continuity in an hour. I've clocked as much as 33 minutes of commercial time in 60 minutes.

Tightrope

Program matters are at best difficult to rule upon. Court rulings, official decisions and legislation are guides

"It is clear from history and the interpretation of the Federal Communiciations Act that the choice of programs rests with the broadcasting stations licensed by the FCC. . . . A radio broadcasting station is not a public utility in the sense that it must permit broadcasting by whoever comes to its microphones."

That was the ruling of the U. S. Circuit Court of Appeals in the case of *McIntire vs. William Penn Broadcasting Co.* (1945). The decision—and dozens like it—stand today as guideposts for the FCC in their programming determinations — perhaps the most vexing problems the commission faces.

Programming is the life blood of broadcasting. It can also be aptly described as the commission's perennial tightrope. To walk the rope invites an attentive—but divided—audience. There are those who maintain that programming is none of government's business and that censorship will be the ultimate consequence if the FCC gets too interested in these matters. There is, on the other hand, a prevalent theory—reiterated just recently in Senate Commerce Committee hearings on the desirability of placing networks under the direct jurisdiction of the FCC—that the public interest would be better served if broadcasting were subject to further regulation.

In short, the industry's most dedicated critics are forever insisting that the FCC do something about programming. When the FCC does do

something, the wail of protest generally does not subside until it echoes through the courts.

Just how far can the FCC go in its programming appraisals? The answer lies in the Communications Act of 1934. But laws are flexible things. They can be amended. They can be discarded. They can be interpreted by seven different FCC commissioners in seven different ways.

More often than not, the license of a station under question is renewed with a dissenting opinion by one or more commissioners, instead of being revoked.

Although commissioners may disagree on specific cases, they are generally in agreement that the FCC is obligated to consider a station's *overall* program structure. The FCC can make program recommendations but it cannot dictate program policy.

The commission can, for example, advise that a certain percentage of air time a week be devoted to public service programming but it cannot direct that the local hospital be given the time for its fund raising campaign.

Functioning as it must under the Communications Act, the FCC is charged with the responsibility of safeguarding the public interest without censoring the media which it regulates, a two-pronged assignment which even the experts, at times, find hard to reconcile.

When an applicant files for a broadcast license he becomes the subject of a thorough and cautious investigation. The FCC under law may only grant a broadcast license on the basis of service to the public. To assure that a licensee continues to operate according to the law, his license must be renewed by the FCC every three years.

Paramount in the FCC approval of his renewal application is the licensee's account of his past programming and his future programming plans. He must furnish the commission with detailed information—past and proposed—on the percentage of time his station devotes to entertainment, religious broadcasts, agricultural, educational, news and discussion programs. There is a lengthy section in the renewal application on the station's commercial practices. Fully half of the questions asked of the licensee in the eight-page renewal application concern programming with the balance divided between engineering data and general information.

Basis for Decision

A study of the licensee's renewal application is the basis upon which the FCC says it relies in deciding whether or not the broadcaster is operating in the public interest. In the final analysis, it is program balance that counts, the FCC states. A broadcaster who completely omits any one kind of public service programming from his schedule stands on shaky ground at license renewal time, according to the FCC.

There are no figures available at the FCC on the precise number of licenses which have been revoked in the past. Because of the procedure followed by the commission when a serious question arises as to the desirability of renewing a license, a revocation is extremely rare.

The Communications Act gives the errant broadcaster ample opportunity to mend his ways.

A unique instance of the renewal procedure at the FCC occurred last March when nine of the 14 operating radio stations in Atlanta, Ga., were called on the carpet for what the FCC termed imbalance in their programming schedules. When the offending stations filed their renewal applications, logs indicated an almost exclusive music-news format in all nine cases with practically no broadcasts of any other type, according to the commission.

Letters questioning their operation were sent by the FCC advising that additional information was necessary before their licenses could be renewed. The majority have complied with the FCC's request and at this writing all answers may be in. But until such time as the FCC decides whether or not their answers constitute a sure cure for their program ills, the stations are operating on a "deferred license" basis, the FCC states.

The commission feels that from a standpoint of economics, quite aside from public service, it makes sense for a broadcaster to adhere to the broad program recommendations of the FCC. And he usually does. Without a license, he is out of business. The commission is only too happy to leave the headaches of programming specifics to the broadcaster's good judgment.

Because of the generality of its programming standards, the FCC's role in this area is limited at best. On the whole, the present commission favors keeping it that way. Reflecting the FCC's sentiment on an extension of its authority, Chairman John Doerfer only recently told the Senate Commerce Committee that in his view the Bricker bill, which would bring networks under FCC regulation, failed to spell out "specific evils" it was intended to correct or "the standards to be used in making regulations." He questioned whether additional rules were either necessary or desirable.

A totally candid observation on the question of excessive governmental authority — again reflecting the disposition of the FCC — was made some time ago by the FCC chief counsel, Warren E. Baker, in a speech before the National Religious Broadcasters Inc.

"I hope the day will never come when the commission . . . is given a supply of blue pencils and turned loose on the broadcasting industry. This is the road to a police state. . . . I am firmly convinced that the way to get good broadcast programming . . . is not by having seven commissioners issue pronouncements and orders from Washington. The best way is the way we have now: Thousands of stations with a multitude of individual licensees making the programming decisions. In this way the broadcaster is much more likely to respond to local needs and local

civic groups. And in this way the diverse programming ideas of these many different owners can be tried out," Mr. Baker said.

Besides the commission and the licensed broadcaster, there is a third factor at work to further complicate the already complicated question of how far the FCC can go in setting program standards. The third party might be a spokesman for a civic organization who complains to the FCC that the local station is not as generous with time as he feels it should be. Then there is the man who says he wants to buy air time and can't seem to get it. There is also the sponsor whose contract isn't renewed by the station because, in the judgment of the station manager, the time can be put to other use.

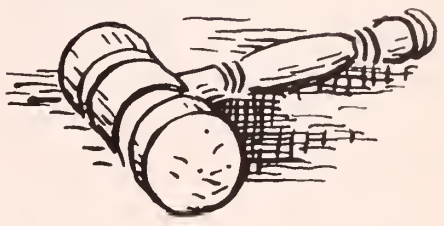
Whatever the complaints from the public, they have a common destination: the Federal Communications Commission. And unless the complaint proves to have a distinct and substantiated relationship to the public interest, the answer is consistently the same: Petition denied

Again the FCC stresses that it is up to the station to decide what constitutes good programming—and that it is the commission's job to review that decision but not to exercise any censorship over a station's program content.

The FCC operates on the practical assumption that there are not enough hours in the broadcast day to keep everybody happy.

To those on the other side of the microphone, Mr. Baker advises, "Remember the licensee cannot grant your every request. He has problems and responsibilities of his own: The responsibility of providing his listeners with a balanced program service —news, discussion of public issues, music and other forms of entertainment, certain market reports and other useful agricultural information to the farmers of his community, and programs of an educational nature as well as religious programs. . . . The broadcaster must try to be fair to all of them." • • •

FCC Guideposts



"If, upon examination of any application . . . the Commission shall find that public interest, convenience and necessity would be served by the granting thereof, it shall grant such application." **Section 309, Communications Act of 1934.**

"Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication." **Section 326, Communications Act of 1934.**

"The (Communications) Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of programs, of business management or of policy." **FCC vs. Sanders, 1940.**

"For a radio station to refuse to sell time in which an individual may broadcast his views may be censorship, but we know of no law which prohibits such a course." **McIntire vs. William Penn Broadcasting Co., 1945.**

"The Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress, that radio be maintained as a medium of free speech for the public as a whole, rather than as an outlet for the purely personal or private interests of the licensee." **Report of the Commission on Editorializing by Broadcast Licensees, adopted June 1, 1949.**

PROS AND CONS:

NBC Spot Sales Survey

When Selling Adults % Timebuyers Choosing	Total	AGENCIES WITH BROADCAST BILLINGS Over $5 Mill.	Under $5 Mill.
"Top 40 Tunes" stations	5%	4%	5%
"Standard Music & News" stations	40	42	39
"Varied Programming" stations	49	42	53

Source: NBC Spot Sales survey.

A cross-section of timebuyers have indicated in an NBC Spot Sales survey that they expect varied programming stations to do the best job in selling products to adults.

In a study of 258 timebuyers in 203 different agencies and branches, NBC reports that almost half the respondents voted this type of station number one in commercial effectiveness for adults. It says an overwhelming majority of the timebuyers emphasized local programming in general as a determining factor in station selection.

In its second questionnaire mailed to members of its Timebuyer Opinion Panel, NBC Spot Sales states that 94 percent of the panelists believe "the type of programming surrounding a radio commercial has a definite bearing on that commercial's sales effectiveness." Almost nine out of 10 (86 percent) said that even when purchasing saturation schedules they consider program formats as well as ratings, the study shows.

In attempting to determine the relationship between program type and the sales effectiveness of radio commercials, NBC divided radio stations into three categories: Top 40 tune stations—which specialize in playing only the most popular hits of the day; standard music and news stations—which feature standard as well as current pop songs; varied programming stations—which broadcast dramatic serials, interviews and comedy shows in addition to music, public service and news shows.

"While it was recognized that there are many different types of radio stations in operation today," the survey states, "it was felt that the great majority of stations bought by national advertisers fell into one or the other of these three categories."

The panelists were then asked to assume that they were buying these station types for products purchased by adults and to choose the type best suited to sell their product. NBC Spot says nearly half the respondents (49 percent) replied in favor of the varied programming stations, while 40 percent voted for standard music and news. The top 40 stations, according to NBC Spot Sales, received only five percent of the mentions.

The company declares that of the panelists who returned questionnaires, 37 percent are employed by agencies whose radio-tv billings are in excess of $5 million, and that the remaining 63 percent work for agencies with broadcast billings of less than that amount. In this connection, NBC reports that among the larger agencies varied programming and standard music and news stations ran a tie, while in the smaller shops varied programming stations received 53 percent of the votes to standard music and news' 39 percent.

Many of the panelists, NBC says, chose the varied programming formats because they felt that listener attentiveness was higher than with other types. Sixty-nine percent of the respondents voted this way, while 29 percent cast their ballots for standard music and news stations. Four percent felt that attentiveness was higher for top 40 formats, NBC says.

Breaking down programming types still further, NBC asked the panelists what kind of show would sell an adult product with maximum effectiveness. Nearly two thirds (65 percent) picked the category of news, weather and traffic information. Standard popular music was mentioned by 44 percent and sports programs by 26 percent. "Rock 'n roll or top 40 programming" drew four percent of the timebuyers and were mentioned by the under-$5 million agencies exclusively, the study states.

NBC Spot Sales comments that "the foregoing discussion really brings to focus the dilemma facing today's buyer of radio time. On one hand, he is exposed to the impressive ratings garnered by certain highly successful stations. On the other hand, he has to consider the apparently greater sales effectiveness of certain other stations which, however, are unable to compete on a purely numerical basis."

On another tack, NBC Spot Sales asked panelists how indicative of the acceptance of a station's programming in a given market is the volume of local advertising on a station. Forty-two percent of the timebuyers replied that local advertising volume is indeed indicative of acceptance and 41 percent said it is not necessarily indicative. • • •

Continues to Stir Comments

Robert E. Eastman.

Adam Young.

The NBC Spot Sales Timebuyer survey (see opposite page) has produced much comment and, in some quarters, has provoked a hail of criticism. At press time, the diatribes boiled down to this:

Many stations assert that although they are independent, their formats can also be described as "varied." In addition, they claim, many of those who play top 40 tunes also have other programming mainstays.

Among the more outspoken critics of the NBC study are Robert E. Eastman and Adam Young, who head up their own representative firms.

They claim that the questions were weighted by NBC Spot Sales to elicit a "self-serving and biased conclusion," favorable to the network's own programming concept — the "varied programming" format named number one by the survey in sales effectiveness for adults.

The survey, they say, virtually ignored the fact that stations featuring popular music are among the most successful on the air today.

Both gentlemen protest the "over simplification" involved in dividing radio stations arbitrarily into three categories, holding that this tended to force the respondents into false choices.

"This seems the most obvious bias and fallacy of the entire study," according to Mr. Young. "Modern radio as we champion and sell it cannot be characterized by a one-word or one-phrase description. Modern radio is a combination of many different elements . . . and is based on the concept of programming under the absolute control of astute management. This means that the public is not allowed to dominate the station's programming through top 40 lists, nor are air personalities permitted to impose their taste on the public."

Mr. Eastman comments that the "surrounding programming to a commercial has a bearing only in relation to how that commercial sold goods. The intranecine warfare stirred up through bad research and well-stated, but unfounded, opinions is detrimental to the industry. If I were a newspaper representative, I would be chortling and rubbing my hands together over the recent NBC utterance . . . an ill-advised and negative offensive."

Mr. Eastman refers to his own "extensive survey of sales effectiveness in radio which was a documented collection of proof-of-sales effectiveness on various products.

"In dealing with all types of stations and markets, the evidence was plain that good local programming with consistency and imagination produced sales. . . . Sales is the issue —let's not becloud it with slanted surveys or vacuous semantics."

A sin of omission in connection with NBC Spot Sales' emphasis on the relationship between commercial effectiveness and program content was noted by Mr. Young: "They omitted one very important consideration . . . production. This is probably because production is generally misunderstood by many broadcasters and advertising people alike. The modern operators were the first ones to make a careful study of the need for giving special emphasis to commercial content. It is perfectly clear . . . that the method used for highlighting commercials by modern stations gives them by far the greatest attention."

Above-Average Taste

Even ignoring this omission, however, Mr. Young states that, in his opinion, the survey was biased because "it tacitly appealed to the above-average taste of advertising agency personnel.

"We are, after all, supposedly the ultra-sophisticates in the business of persuading others; we compliment ourselves on our perceptive and acute sensibilities. It is the responsibility, however, of the timebuyer to make the best buy for the advertiser on known facts about the audience reached. When a buyer permits his own personal preferences in programming to interfere, he is doing his client a great disservice and all conscientious buyers realize this." • • •

Representatives: Mentors to Station And Advertiser

Lawrence Webb, managing director,
Station Representatives Association

A great deal of space has been devoted in recent years to the dynamic and central role played by the national station representative in the economic resurgence of radio. Less space and less attention has been given to an equally vital factor in this resurgence—the expanding activities and services on behalf of both the station and the advertiser rendered by the representatives. The result is they have become a vital and indispensable force in the broadcasting business.

Behind the salesman walking into the timebuyer's office today is an array of services and functions performed by the representative which were undreamed of 20 or even 10 years ago. To agency buyers and their clients this has meant expansion in the facts available on which to base a buying decision and greater efficiency in the mechanics of buying. To the station it has meant enlarged billing vistas and a steadily expanding flow of counsel from representatives on subjects ranging from programming to pricing.

Since campaigns break fast in the ad world, a critical function of the present-day representative is providing agencies with current up-to-the-minute availabilities. There are sudden saturation bursts, switches in copy, secret market tests and swift introductions of new products.

Limitations of space permit the listing of only some of the basic things representatives do for ad agencies:

1. They furnish complete market information and analyses on a station, including highly specialized data as, for example, traffic counts on certain corners within certain hours, the percentage of women who work within the given market.
2. They suggest station line-ups for products.
3. They advise on strong points of a product for emphasis in commercials.
4. They supply data such as coverage figures for timebuyers.
5. They do duplication studies between specific buys.
6. As part of their service, they often assist agencies in making decisions in regard to markets where they themselves are not involved.

On behalf of their stations, there are many types of promotional material prepared by representatives. One group might be called general station information, providing such material as background data about the markets served and indices of stations' share of audience. Since information about programs and talent is of such paramount importance to advertisers, a great deal of the material prepared by representatives is concerned with programs available for sponsorship. Other promotion pieces concern reports of sales success by programs or personalities, descriptions of special merchandising services available, compilations of farm data, specialized maps to show mail response and newspaper log coverage.

The "extra-curricular" activities which have become a regular part of the service representatives provide include:

Programming advice—Representatives are regularly consulted by their stations in the matter of types of programs or talent that might be popular and saleable.

Rate consultation—More often than not stations consult their representatives as to the advisability of rate changes.

Miscellaneous—Interviewing prospective employees, providing guidance and advice in preparing for the airdate of a new station.

One highly successful station representative put the present-day philosophy that guides his personnel this way: "Spot advertising is not a commodity that is turned out on an assembly line. It's a highly specialized service. Each advertiser must have an individual treatment to meet his market, his budget and his merchandising objective."

The vigor of the medium today is such that the representative has not yet reached his full potential, but is, along with radio, a dynamic, still-growing force. • • •

Mr. Webb has been managing director of SRA since April 1955. Prior to that, he was vice president and national sales manager for WLOK-AM-TV (now WIMA-AM-TV) Lima, O.

WAAB

WORCESTER, MASSACHUSETTS

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N.Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

focus on radio

A Quick Glance At People, Places

And Events Around Radio-Land

GRAND 'OLE OPRY talent contest winner, Margie Bowes of WDVA Danville, Va., teams up with country music star, Ernest Tubb. Miss Bowes won the annual competition, sponsored by the Pet Milk Co., over performers from five other Keystone Broadcasting affiliates. Among her prizes were a contract with Hickory records and a six-week engagement on WSM Nashville.

"TWICE AS GOOD," WCUE Akron O., takes on glamor from two University of Akron co-eds, who are pictured here with WCUE's Paul Howard. Girls wore chemise blouses promoting station's frequency on their tour of downtown Akron and suburban shopping centers throughout the area.

WCKY KICKS OFF new programming concept and decorates Cincinnati in the process as lovely "legmen" cover downtown area to promote station's "pleasure programming." Girls delivered coupons, worth $5 each, in the form of daisies.

GUIDED TOUR CEMENTS station and sponsor relations among WTTM Trenton, N. J., WBCB Lower Bucks County, Pa., and Kerns beverages. Bill Pearson, v. p. & adv. mgr. for Kerns, explains bottling process to Jack Gartland, WTTM news dir., and Jane Sarin of Eldridge Inc., Kerns' agency, who is busy taking notes.

WISCONSIN TORNADO VICTIMS benefit by WCCO's plea to listeners for food and clothing. Minneapolis station had collected 50 tons of relief supplies six hours after first announcement. Allen Gray, of WCCO's *Starlite Salute*, interviews Civil Defense workers who assisted in the operation.

DOUBLE CELEBRATION MARKS 23rd anniversary of station representative firm and birthday of its founder. The George P. Hollingbery Co. started out with 17 radio stations and now serves 48 through offices in seven cities. The executives are (left to right): Harry Wise Jr., tv pres.; F. Edward Spencer, bd. vice chmn.; George P. Hollingbery, bd. chmn.; Fred Hague, radio pres., and John Peterson, tv v. p. Festivities were in N. Y.

YOUNG VOCALIST DEBUTS on father's local news and weather show over KMA Shenandoah, Ia. Edward May Jr. regularly intones "happy birthday" to listeners following in his father's performing footsteps. Dad doubles as president of the May Broadcasting Co. which also operates two stations in neighboring Nebraska — KFAB and KMTV Omaha.

WCOV MONTGOMERY, ALA., joins in "Easy Living" promotion staged by the Normandale shopping city, described as one of the largest centers in the South. Station broadcast remotes from the center daily, selling time exclusively to Normandale merchants.

WRIT

Milwaukee, Wisconsin

The Balaban Stations . . .
in tempo with the times

robert e. eastman & co., inc.

national representatives of radio stations

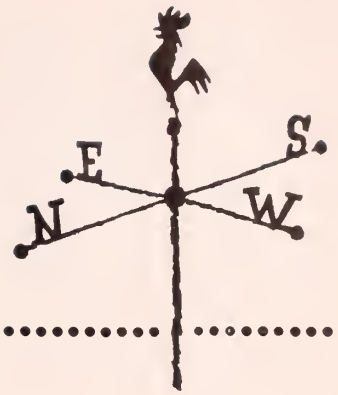
NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

hometown USA

- Local Promotion
- Commercial Clinic
- Station Log
- Radio Registers



Four-Year Growth:

Plan Links Sponsor To Club Women

Community Club Awards' promotion compensates the family shopper for buying promoted brands

This scene may look like a political convention, but it is really the kick-off meeting of a CCA plan in Salt Lake City, U. Ladies are being initiated into rules and regulations governing the promotion.

This year the thousands of promotions and merchandising campaigns staged by radio stations will range all the way from letter writing to skywriting. Although the sky may be the only limit to the means devised for these promotions, the twin goals at which they all aim are strictly earthbound: To increase sponsor advertising and to enlarge and hold the listening audience.

After four years, there is one promotion that claims it consistently accomplishes both these ends. Started locally in Virginia, it is now copyrighted under the name of Community Club Awards and is currently being used by more than 135 stations in 45 states, according to the organization.

CCA, a property of Community Club Services Inc., New York, sets out to capture the buying power of millions of club women throughout the country by appealing to their desire to raise funds for these clubs. The promotion consists of contests among the clubs in a given area to see which group of women can purchase the most merchandise advertised by the sponsors participating in the plan over the local radio station. At the end of specified time periods, cash awards are made to the winning clubs.

"As a promotion, it offers guaranteed sales to the sponsors who buy it and a guaranteed listening audience to the station that uses it," CCA states. Since stations usually go after new advertisers when planning a CCA campaign, they generally are able to attract considerable additional business at premium rates, CCA reports.

The mechanics of the operation work like this: A Community Club salesman signs up a station (only one per market) to a franchise for one year. The station must use CCA for at least one 13-week cycle during that time. CCA's fee is based on a percentage of the station's net income from the participating sponsors.

Once signed, the station then goes out and sells advertisers on a CCA

participation at between 20 and 30 percent more than the usual one-spot premium rate. Stations determine the minimum buy for an advertiser for the 13-week cycle and also decide how many sponsors they want for the promotion. CCA reports that 20 is the average number sought in most areas.

Club Director

After the sponsors are signed, the station appoints (at a salary) a Community Club director to act as liaison between the station and the club women. She is usually a leading club member in the community. Meetings are arranged to acquaint the various clubs with the CCA plan.

CCA then supplies to the ladies a buyers' guide which lists the products of the advertisers and the rules of the contest. The station pays for these booklets and also purchases from CCA posters, window cards and other promotional material. Because of the volume printed, CCA states it is able to supply these aids more cheaply than a local printer.

When buying sponsor brands, the women must obtain proofs of purchase in the form of cash register receipts, bottle caps or box tops. Each proof of purchase is assigned a dollar value by the sponsor and these are tallied up for each club every week. Alternate weekly cash awards are given the club with the greatest dollar volume per capita and the club with the greatest dollar volume, so that large and small organizations have an equal opportunity to win.

At the end of the 13-week cycle, a banquet is held and the club that has turned in the largest dollar volume of proofs of purchase for the entire period wins the grand award. Depending on the market size, the total amounts given during the cycle range from $1,500 to $10,000. The sums are decided upon by the station which finances the awards out of the fees charged the sponsors.

No Club Loses

None of the clubs actually loses in the promotion, however, because the station buys back the proofs of purchase from all non-winning clubs at the end of the cycle for $1 per $1,000. The clubs, according to CCA, are satisfied because they raise money in proportion to their efforts.

CCA states the sponsors are pleased because they are able to obtain an accurate picture of how their products have been selling for that 13-week period. In addition, they are able to move products off their shelves and get them into homes that ordinarily might not use them.

The radio station, CCA declares, is able to increase advertising sponsorship and revenue not only for the CCA cycle, but also in many cases permanently because advertisers may continue to buy time. The station also attracts listeners by spot announcing CCA news and awarding bonus credits to clubs whose members hear their names announced over the air.

CCA, while not contracted to do so, tries to help stations sign national advertisers for the project. Although the firm claims to have been instrumental along these lines in many cases, it does so only in cooperation with the station's representative, who always receives the usual commission, CCA declares.

A corollary advantage sometimes accruing to sponsors who buy CCA time involves the awarding of bonus credits to club members who supply useful information, such as lists of expectant mothers for diaper services, names of families about to move for transfer firms and lists of prospects for insurance agents.

In many communities there have been several consecutive CCA cycles. In Baltimore, Md., for example, 50,000 club women have supported 10 cycles in a row and are now in the eleventh cycle, according to CCA. WITH is the participating station there.

National Sponsors

Among the national sponsors backing CCA in several markets are: Hit Parade cigarettes; Coca-Cola and Pepsi-Cola; RCA Whirlpool, Westinghouse and General Electric; A&P, Acme and Safeway supermarkets; Gulf, Cities Service and Esso gasolines, and Libby food products.

The Community Club Awards promotion was developed by Joe Matthews, president and general manager, who was formerly general manager of WLOW Norfolk, Va. Vice presidents John Gilmore and William Carpenter have also been instrumental in CCA's growth. Starting as a radio promotion—which remains its major activity—the firm has branched out into other media and now has offices in six cities. In addition to New York, they are located in Chicago; Norfolk; Denver, Colo.; Houston, Tex., and San Francisco. • • •

Waving checks, top four Community Club winners surround R. C. Embry, vice president of the Maryland Broadcasting Co. Campaign was carried by WITH Baltimore, one of CCA's most frequent participants.

U. S. RADIO IS READ!

LETTERS TO THE EDITOR

Mistaken Identity

Thank you for including an interesting collection of photos and colorful recollection of airwaves' golden days in your May 1958 feature, *Radio's First 38 Years*. However, I must take issue with your reporter on the caption that accompanies the photo of an early Bing Crosby show in KHJ Los Angeles.

He identifies the three young ladies as "Bing Crosby's frequent guests, the Andrews Sisters."

Take a closer look. It's the famed Boswell Sisters act smiling out of the past. These were the gals that gave Patti, Maxine and LaVerne and other subsequent acts the sister trio idea!

Gregg Hunter
Stiller, Rouse & Hunt Advertising
Beverly Hills, Calif.

. . . It is a very interesting article and brings to mind a number of events that many of us have forgotten.

I think perhaps your proof reader also forgot to read the page which shows a paragraph about 1933. It is a picture of Bing Crosby and the article says with the Andrews Sisters. I think you will find these are the Boswell Sisters. If I am not mistaken, that is Connee in the middle.

Regardless, it is a nice piece of work and you are to be congratulated.

John H. Wrath
Executive Vice President
Headley-Reed Co.
Chicago

Gracious Lady

. . . Your apology is accepted but certainly not necessary on accounts' erasers were not invented strictly for U. S. RADIO's use. We'd all better keep some within reach.

Connee Boswell
New York

From Across the Border

In *Radio's First 38 Years* there appeared a picture which has great significance for me. It shows an early mike of a station to which I have listened over the years and it deals with a scene I have become very interested in. (WGN Chicago covering the Scopes trial.)

P. J. Hunter
McConnell, Eastman & Co. Advertising
Calgary, Alberta, Canada

Ed. Note: Reprints of the article are available.

'Must Read'

You're doing a fine job in covering the significant news in U. S. RADIO.

Because the major advertising effort of our client, Sinclair Refining, is in spot radio, your excellent magazine is tops on my "must read" list.

Keep up the good work!

William L. Wernicke
Vice President, Radio-Tv
Morey, Humm & Warwick Inc.
New York

Kudos

I have been delighted with the editorial content. We are all interested in what people are doing and especially in success stories. I, for one, would like to see more of individual cases in point.

Bruce Barrington
General Manager
WEW St. Louis, Mo.

Banking

I have just finished reading a most interesting and informative article, *Banking on Radio*. We have quite a few local banking accounts on our station, and I would like them to have a copy of this article.

Lee Morris
Commercial Manager
WSB Atlanta, Ga.

Bache—Rebuttal

I feel it necessary to reply to the correspondent from WKRZ Oil City, Pa. (see *Letters to the Editor*, June 1958). As a result of your story (*Bache Preselects Audience*, March 1958) we did buy in several additional markets where such a program fits the overall sales promotion program of our firm. To mention just one we are beginning a daily operation in Tulsa, Okla.

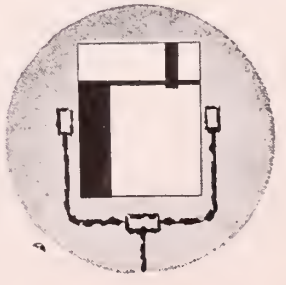
To set the record straight Bache & Co. has never and will never look for any services or goods "free of charge." What we, however, do when a legitimate news medium approaches us for financial information to render to readers or listeners as a public service, is to willingly comply and never request and certainly never insist that such credit be given to us. We have found that over the years almost all news media as a matter of sound journalistic practice identify the sources of information as a matter of authentication.

This firm has maintained a year-round, 24-hour news operation serving all media and one standard principle of ours has been never to request or expect credit for it, but when we receive it we are certainly deeply grateful.

Henry Gellerman
Dir. of Adv. & Public Relations
Bache & Co.
New York

U. S. RADIO

- Everyone's talking about U. S. RADIO—the only magazine devoted 100% to buyers and sellers of radio advertising. Only U. S. RADIO puts radio first.
- U. S. RADIO is exciting in this age of the new sound medium . . .
- U. S. RADIO reaches over 10,000 important decision-makers each month

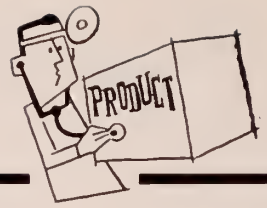


the monthly magazine devoted 100% to radio advertising.

U.S. RADIO 50 West 57th Street, New York 19, N. Y.

HOMETOWN U.S.A.

commercial clinic



'Lightness' of Astaire Inspires Pepsi Commercial Created by Henry Sylvern

"When I wrote the new Pepsi-Cola refreshment song, I was thinking about Fred Astaire," says Henry Sylvern, musical director, Signature Music Inc., New York production firm.

Mr. Sylvern, associated for nearly three years with Kenyon & Eckhardt Inc., New York, on the cola account, submitted the winning entry in the beverage firm's search for a musical commercial to illustrate Pepsi's new product image (see *Pepsi and Bottlers "Keep Up to Date" With Radio*, p. 30). The song, released in May, is currently being aired in markets throughout the country.

The refreshment song, inspired in part by Mr. Astaire, reads as follows:

Be sociable, look smart
Keep up to date with
Pepsi
Drink light, refreshing
Pepsi
Stay young and fair and
debonair
Be sociable, have a
Pepsi.

"Having worked on the account before, I knew the elements that the song should contain," Mr. Sylvern explains, "the two main themes being sociability and Pepsi's compatibility with slim, smart, modern people. As I was working on the lyrics I kept thinking of Fred Astaire, the personification of lightness and grace. He gave me the word debonair."

Mr. Sylvern, in describing the birth of the Pepsi song, remarks that he nearly always writes the lyrics before the music because "the sales message should be of paramount importance. The music should illustrate and highlight the lyrics, never overwhelm them. Music should be a quotation around the sales message."

In writing the Pepsi music, Mr Sylvern tried to maintain the same airy quality captured in the lyrics. "I wanted the music to sound bubbly and at the same time elegant," he says, "and in working for this effect I tried a kind of experiment in radio sound."

The composer recorded the commercial for radio with a new vocal group handpicked for this song. He auditioned singers until he found six, four men and two women, who could give a vocal impression of a soft shoe dance—another contribution, perhaps, from Mr. Astaire.

"I used a light voice on top," Mr. Sylvern explains, "with the rest acting as shadows underneath.

"In radio, there is more oral identification than in television — you must paint a picture in sound — which is why the Pepsi commercial for radio was recorded with a different vocal group from the tv films, where you could see the dancers and sound became less prominent."

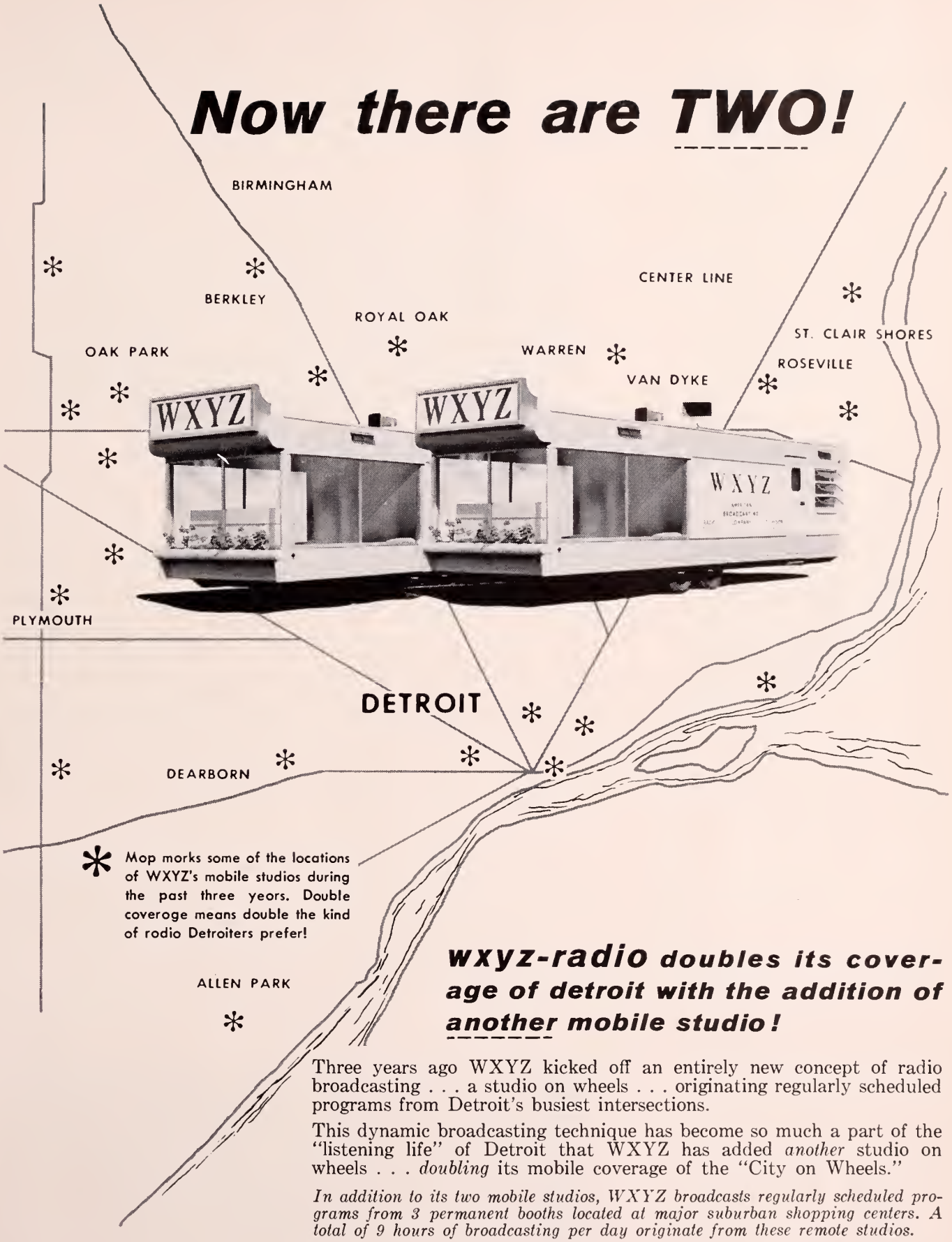
Mr. Sylvern does not believe that the practice of using tv soundtracks for radio commercials makes the most efficient use of the senior air medium. "Radio is separate and distinct and its commercials should be custom-written for the medium," he says.

The major thing to remember when writing a commercial, in Mr. Sylvern's opinion, is to integrate it with the product image.

A master of most musical trades, Mr. Sylvern plays "any instrument that's loose" in addition to conducting, arranging and composing. His list of commercial credits, for which he has written both words and music, includes the following recent radio campaigns: MGM pictures ("Gigi"); Walt Disney productions; Lincoln-Mercury; Amazo; Welch's wine; Krueger beer; RCA tv tubes, and Nabisco products. • • •

Henry Sylvern (left) gives pointers to vocal group recording the Pepsi-Cola refreshment song.

Now there are TWO!



* Mop morks some of the locations of WXYZ's mobile studios during the past three yeors. Double coveroge means double the kind of rodio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . *doubling* its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio 1270 Detroit

"DETROIT'S MOST MOBILE STATION"

station log

Radio News Makes News

News is making news in radio as the sound medium pushes ahead to a prime position among information media.

With editorializing, disaster warning and aid, in-depth analysis, on-the-scene reporting and many other broadcast innovations, stations around the nation are demonstrating radio's ability to inform.

One of the most recent stations to join the trend to editorializing is KMOX St. Louis, Mo., which took a stand in support of a local bill to treat county water with fluoride. The program will continue as a series.

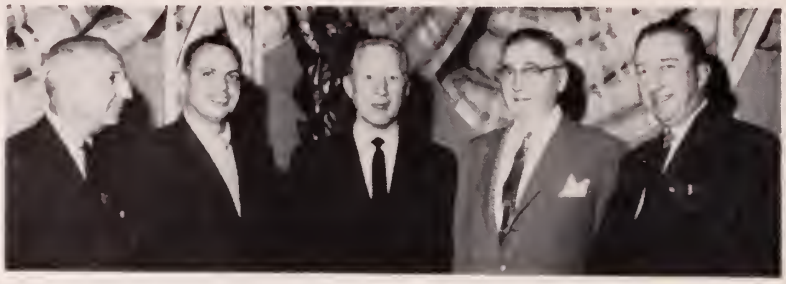
WHAV Haverhill, Mass., no newcomer to the practice, recently marked its 1,000th consecutive editorial. The programs are heard Monday through Friday for 10 minutes at 6:30 p.m.

Equal Time

After offering equal time to all candidates for major offices in the California primaries, KXOA Sacramento proposed its own set of candidates in editorials. The station's editorial board, it states, spent four months studying various issues and candidates and came up with a slate that crossed party lines. Response to the equal-time offer, the station reports, was "tremendous."

Radio has also come into its own as a primary news source, with reporters "on the street" digging for facts. A WOOD Grand Rapids, Mich., city hall newsman, for instance, uncovered evidence recently of incorrect filing of campaign contributions by city officials. According to the station, the disclosures set off county and state investigations.

And news of the tragic crash of an Air Force jet tanker that took the lives of 15 persons at Westover Field, Mass., was first broken by radio, WOR New York claims. By coincidence, WOR all-night broadcaster "Long John" Nebel was in contact with the base for an interview with the commander of the flight. Unable to reach him, Mr. Nebel learned that the aircraft had crashed and was the first to inform the other planes in the flight.



Attending board of directors meeting of CBS Radio affiliates in New York are (left to right) James Seward, exec. v. p., CBS Radio; John S. Hayes, WTOP Washington, board vice chairman; Frank Stanton, CBS Inc. president; Arthur Hull Hayes, president of CBS Radio, and Charles C. Caley, WMBD Peoria, board chairman.

During recent floods, radio again proved its public service value. The work of Indiana broadcasters in arranging to aid victims of the waters, NAB reports, brought accolades from Charles D. Estill, the Red Cross deputy director of disaster services for the eastern U. S.

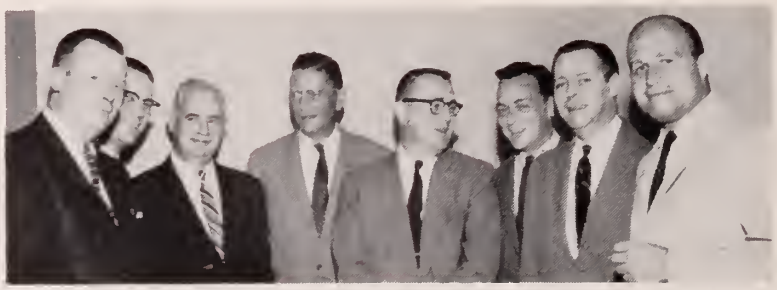
Praising the efforts of WBAT Marion, WFBM Indianapolis and WOWO Fort Wayne as "one of the most impressive examples of public service I have ever seen," the Red Cross official said that it demonstrates the power of broadcasting "to rally people in time of trouble."

When a "time of trouble" came to the Monroe, La., area, KNOE reports that radio became the primary source of information for almost a month of devastating floods. Using mobile units (cars, boats and planes), radio supplied the people of southern Arkansas and northern Louisiana with the latest information and serviced the wire services and the networks.

An example of public service over a longer period of time is the Morris Harvey College-WCHS Charleston, W. Va., college credit program. On the theory that radio is a fine educational medium that is available to many more colleges than is tv, WCHS has been offering courses since 1950.

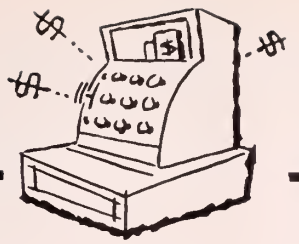
Radio Activity

• Several corporate changes have been effected to bring all the Storz stations (WDGY Minneapolis, Minn.; WHB Kansas City, Mo.; WTIX New Orleans, La., and WQAM Miami, Fla.) into one company under the name of Storz Broadcasting Co. No change in ownership has been involved. • • •



Gathered at the Taft Group's first annual promotion meeting in Cincinnati are (left to right) Roy Miller, Katz Agency, Chicago; John Hart, WBIR-AM-FM Knoxville; Hubbard Hood, WKRC Cincinnati; David G. Taft, exec. v. p. of Radio Cincinnati, Inc.; Oliver Blackwell, Katz Agency, New York; Sam Johnston, WTVN Columbus; Richard Bevington, WBRC Birmingham, and Leon Lowenthal, WKRC-FM.

radio registers



AUTO DEALER

Gardner Ford Sales of Portland, Ore., conducted a one-week campaign to announce its opening. Major part of the promotion was carried by KGW, with limited newspaper ads tied to the radio messages. For a radio cost of $1,000, four used cars and 14 new ones were sold before the end of the week, KGW states. The dealer reported "many other leads and deals working." More than 3,000 persons visited the showroom during the promotion.

SODA BOTTLER

Canada Dry Ginger Ale Inc. of Boston purchased 15 spots per week for five weeks over WXHR-FM to test fm's ability to sell a low cost, highly competitive product. The client agreed to a full future campaign if the station could produce evidence of audience size and response. WXHR ran a contest along with the spots consisting of one question per week, broadcast 15 times, on classical music and offering hi-fi sets, lp records and cases of Canada Dry. WXHR received a total response of 6,276, an average of 1,255 per week, and the client plans to advertise steadily.

CLOTHING STORE

Riseberg's Inc., a ladies' clothing store in North Adams, Mass., was faced with a loss because of an overstock of spring suits and coats. Turning to radio at the last minute, Riseberg's purchased three announcements over WMNR each day for two days. With the six announcements on WMNR, the store reports it sold 12 spring coats and seven spring suits—approximately $800 dollars in merchandise.

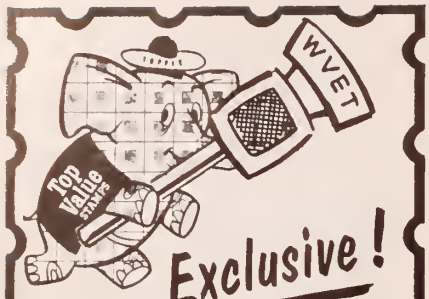
SEWING CENTER

Thurmenne Sewing Center of Lewiston, Me., in an effort to obtain sales leads for Adlermatic Sewing Machines selling at more than $300 each, turned to WRUM Rumford, Me. Thurmenne purchased a one-week campaign over the station for $72 which WRUM ran in the form of a contest. At the end of the week, Thurmenne salesmen were following up 692 entries from 53 different communities in the station's primary and secondary areas, WRUM states.

If you're measuring size of metropolitan markets, Fort Wayne ranks 108th. If you're measuring spot radio, WOWO, located in Fort Wayne, covers the 37th Radio Market . WOWO is the only medium that covers the 2,285,720 people in this rich 56-county market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957



Exclusive!
ONLY Station In The Nation
THAT GIVES
TOP VALUE STAMPS!
WVET
MODERN DYNAMIC
RADIO
ROCHESTER, N. Y.
Represented Nationally By
THE BOLLING COMPANY, INC.

WRFM
Listened To By
205,000
High Income Homes in Metropolitan NEW YORK, New Jersey and Connecticut
$4.50 per commercial
4 commercials per hour
Call or Write for Full FM Data
WRFM
20,000 watts (ERP)
WOODSIDE 77,
NEW YORK CITY
DEFENDER 5-1600

report from RAB

Saturdays and Sundays No Longer 'Off' Days For Radio Advertisers

For many years the sale of weekend radio had presented a problem. All too many advertisers had thought of Sunday as an "off" day for radio while they pulled out all the stops in favor of other forms of advertising.

Radio station managers across the country took action a few years ago and began to re-style weekend radio to serve better both the listener and the advertiser alike. (See *Radio Listening Remains at Work on the Weekend*, p. 27.)

From this reformation came new programming techniques that provide the kind of entertainment and service the public wants today and can't get from any other source. Weekend radio strategically delivers more numerous, concise newscasts. There's no waiting for the presses to roll with the newspapers' Monday editions. Important weather and traffic information is specially prepared for the throngs of motorists listening to their auto radios. All of this service is framed with a variety of music and feature programming reflecting local tastes and interests.

Men and Women

With working men and women, off on weekends, radio has become a constant companion. As a matter of fact, RAB cites an A. C. Nielsen report which shows there are more listeners per home on weekends than Monday through Friday.

Early morning radio on the weekend suffers as workers catch an extra 40 winks. However, weekend radio listeners actually outnumber the weekday audience from 9:00 a.m. to 6:00 p.m. To all the in-home listening we must add listening posts represented by: 11 million portables, 36 million auto radios and another 10 million radios in public places.

In some of our metropolitan areas, the Sunday newspapers represent as high as one third of the total weekly retail advertising carried by that paper. Radio, on the other hand, for a long time went begging.

The Radio Advertising Bureau reports that studies reveal that there's no valid reason for this accent on Sunday newspaper advertising. As a matter of fact, these studies show there are powerful arguments against it, RAB states.

First Consideration

It claims one of the first considerations a weekend advertiser must face is the fact that most newspaper Sunday rates are higher than weekday rates—they have increased 10 percent since 1954 while circulation has increased only 1.1 percent. Advertisers have more competition in Sunday editions. But that's not all, RAB says. In the face of these higher costs and greater competition for position and readership, RAB calls attention to the fact that a survey by The Pulse Inc. actually reports fewer newspaper readers on weekends.

RAB declares that not much more time is spent reading Sunday newspapers than is represented in the Monday-through-Friday average.

Weekend radio offers many advantages to advertisers who will benefit from weekend advertising. Rates are no higher than weekday rates; in fact, most stations offer special "packages" which make their weekend rates lower. There is no weekend drop-off in radio listening, and for advertisers who want to reach "the whole family" there are more listeners per home on weekends.

While the formula may differ, weekend radio has made steady gains in attracting listeners and advertisers alike. • • •

KROX

Dallas, Texas

The Balaban Stations . . .
in tempo with the times

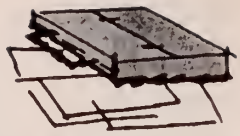
robert e. eastman & co., inc.
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

report from representatives



Effort Should Be Increased In Selling the Manufacturers, Hollingbery's Hague Urges

Salesmen of the George P. Hollingbery Co. spend about 20 to 25 percent of their working hours at the manufacturer level, according to Fred Hague, president of Hollingbery Radio. "In the last analysis it's the advertiser's money that's being spent and he must determine how and where.

"Representatives resent the label of 'order takers,'" says Mr. Hague. "Our primary reason for being is as national salesmen for our stations, but the emergence of spot as a primary medium has caused us to expand our services in many phases of the business.

"We find that our salesmen not only educate distributors and district managers in radio," he declares, "but frequently convert dollars from other media to spot radio through these calls."

Mr. Hague points to Hollingbery's new "Business Breaking Form" as a singular example of the extra service that a national representative gives to its stations these days.

George P. Hollingbery Company

Date _____

From _____ Office _____ Salesman _____

To Station _____

The following business will break in your vicinity very shortly through the _____

Account _____ Product _____

Type of Service _____

Tentative Starting Date _____ For _____ Weeks

Account is planning to enter the following markets in your vicinity

Your Market Has / Has Not Been Chosen

*Note: This does not mean that your *station* has been chosen. There is still a selling job to be done.

Copy to: Atlanta _____ Chicago _____ Detroit _____ Los Angeles _____ New York _____ San Francisco _____ Seattle _____

IMPORTANT!!

Please contact Account, District Office, Distributor, Jobber, Dealers, or anyone else who can be of assistance. Your immediate action can help determine the placement of this business. A report of your progress will be helpful.

Hollingbery 'Business Breaking Form.'

"We have split our 48 stations into geographical areas," says Mr. Hague, "and the Business Breaking Forms go out to all the stations in the geographical areas involved. They also go to the nearest of our seven offices in New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco and Seattle."

The form indicates what specific business will break in the station's area, the type of product or service, the tentative starting date and other data.

"We indicate," Mr. Hague explains, "whether the station's market has been chosen or not and urge them to contact the account's district office, distributor, jobber, dealer or anyone else who can be of assistance.

"When I was with our Atlanta office I spent more than half of my time making friends out of distributors and district managers in an effort to educate them in radio. You'd be amazed," he says, "how delighted all of them were with information about the medium."

Station Appointments

All of the Balaban radio stations are now represented by Robert E. Eastman Inc., according to an announcement made by John F. Box Jr., executive vice president and managing director of the Balaban Stations. The stations are WIL St. Louis, WRIT Milwaukee and KBOX Dallas. The new Eastman firm will also represent WKLO Louisville, according to an announcement by John P. Williams, executive vice president of the station and the Air Trails Network.

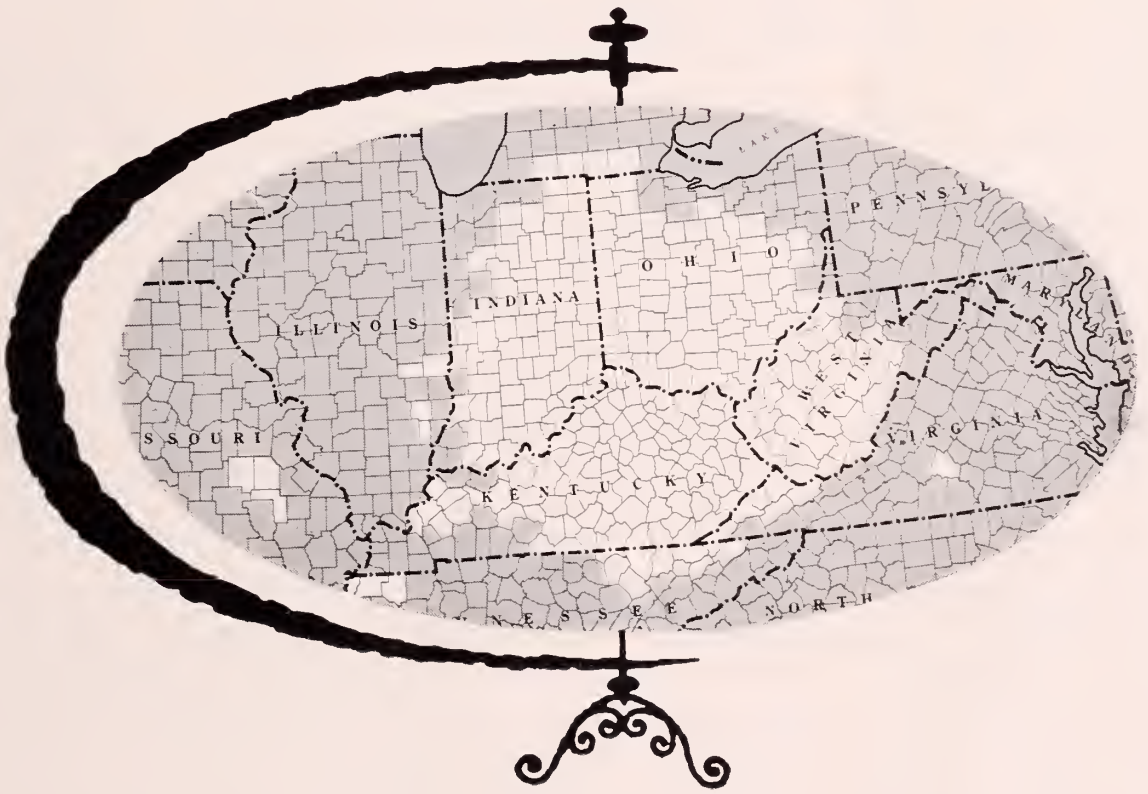
WHBS Huntsville, Ala., has appointed the Walker-Rewalt Co. as its sales representative. And Simmons Associates takes over as representative for KBAB San Diego, Calif.

KSO Des Moines, Ia., under new ownership and now associated in management with KELO Sioux Falls, S. D., and WLOL Minneapolis-St. Paul, Minn., has named H-R Representatives Inc.

John Blair & Co. is handling national sales for WABC New York in the New York area. • • •

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

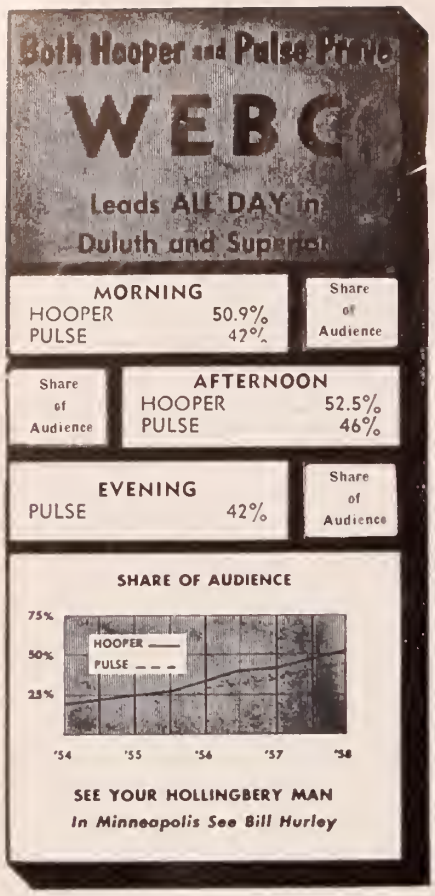
MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

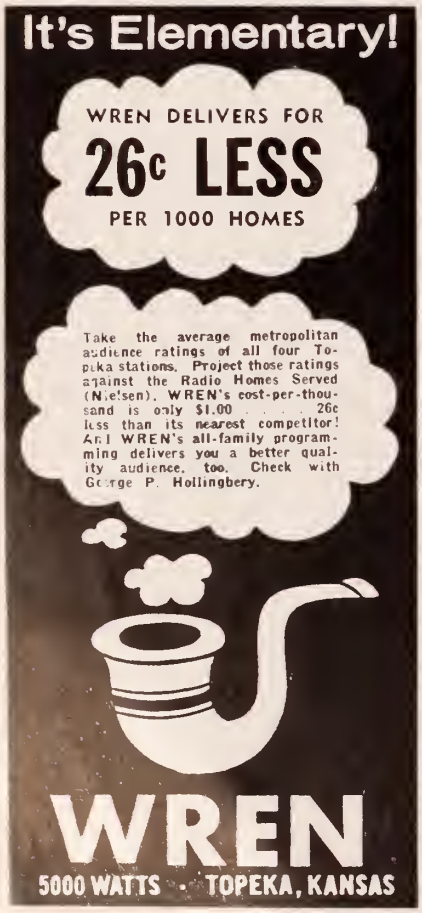
NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

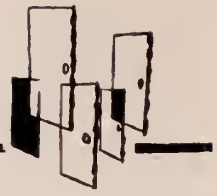
(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco





report from agencies



Media Buyers From Grey Request Simplification Of Published Rate Cards

Seven media buyers from Grey Advertising, New York, have joined forces to pool their opinions on the problems involved in buying radio time today. Among the points they make are the need for simplified rate cards and the importance of "the qualitative factors in radio purchasing."

Four buyers, Andy Zipprich, Kenneth Allen, Marie Scotto and Mal Ochs, make a plea for concise, published broadcast rate data in several areas. In their opinion, there is a clear and present need for a simplified description of the different classifications of program time rates, station break charges and talent premium or transcription costs. They feel that "this data sometimes becomes so involved in a multiplicity of verbiage that a complete translation is required to unearth the actual details."

With regard to special package plans, the Grey buyers would like to see a specific listing of the types of announcements covered by the various packages offered. "Very often buyers are unable to determine from the present listings," they point out, "whether announcements in participating programs and in other selected shows are eligible for the weekly volume discounts."

'Rates on Request'

These buyers also urge stations who now give "rates on request" to publish all available data instead. They maintain that failure to do so "makes the buyer wary and inclined to wonder whether the station offers the same rates to all advertisers."

Another area where there is room for improvement, according to the Grey media buyers, involves the period of protection that a station allows for schedules on the air at the time of rate increase announcements. They would like this "period of grace" clearly stated and also request stations to clarify policies concerning schedules which have been ordered but are not yet on the air.

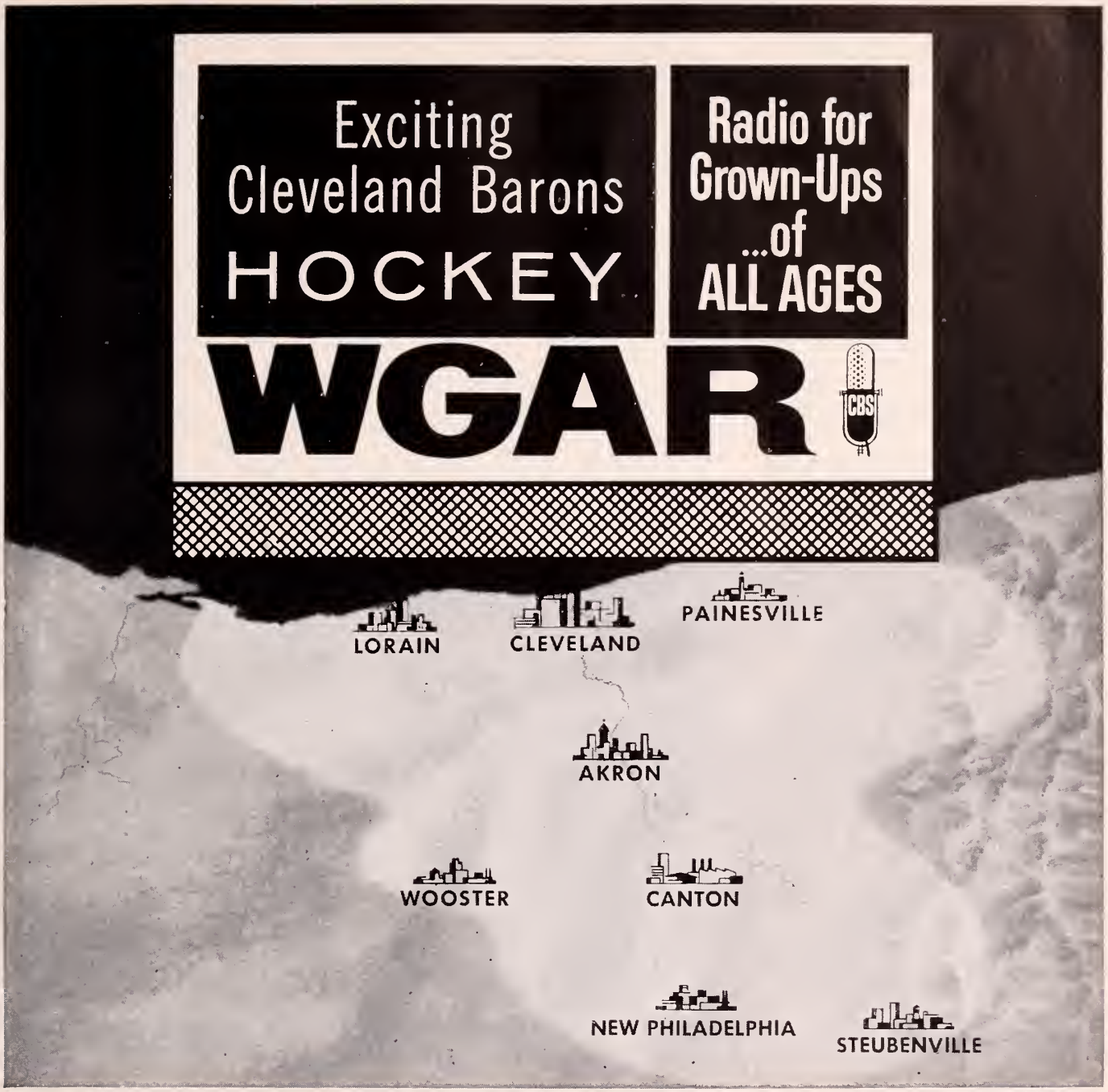
Additionally, the timebuyers would like to have available a standardized set of time classification periods so that "A," "B" and "C" would have the same meaning in all markets. They warn, however, that since each card is different, the wording would have to be precise to make this change meaningful "A development such as this would, however, serve to eliminate much of the detail and clutter from the present rate cards," they explain.

Comprehensible

To summarize their thinking on the rate card problem, the Grey buyers emphasize that "it is vitally important to the agency as well as to the advertiser and the station that rates be readily comprehensible and with all applicable costs clearly stated. Misinterpretation," they continue, "can prove embarrassing to agencies and detrimental to clients' campaigns. In addition, the resulting inaccurate budget allocations might possibly eliminate stations from consideration later."

Media buyers Thomas Flanagan, Dave Keegan and Dan Borg turn from the stations to the timebuyers, themselves, in their discussion of buying considerations. Mr. Flanagan points out that media men who concentrate on the popular early morning and late afternoon time slots may be penalizing themselves and their clients in both exclusivity of audience-type and in impact value for their commercials.

Messrs. Keegan and Borg remind the media buyer that "there are more people who listen to radio today and more radios per family than ever before. He must realize that although radio is able to cover vast areas and encompass in its coverage many people, it has the ability to be selective as well." • • •



We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR

CLEVELAND OHIO*

The Peoples Broadcasting Corporation
WRFD-Worthington, O. · WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va.· WNAX-Yonkton, S. D.
KVTV-Sioux City, Ia.

***Represented by the Henry I. Christal Company**

RANKS
11th
IN THE NATION
in per family income
($7,339.00)
Source: 1957 Survey of Buying Power

COLUMBUS
GEORGIA

3 county metropolitan area
USES THE LOCAL
& NATIONAL FAVORITE

WRBL

AM
FM
TV

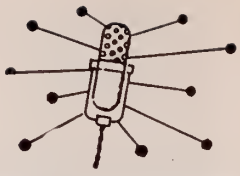
TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

report from networks



ABC and Mutual Report Upturn in Billings And Number of Clients

Increased billings and strong support from affiliates, according to Edward J. DeGray, vice president in charge of the ABC Radio network, shows a "renewed interest in network radio.

"Stations are becoming aware again," he says, of the advisability of "a balanced schedule of programming. In addition, the recent world crises have shown that network news coverage can be most important to affiliates.

"And more important, advertisers are rediscovering the impact, nationwide coverage and low cost of the medium."

Among the newly-signed contracts—which totalled more than $2.3 million in May and June, Mr. DeGray reports—is a 52-week renewal by the AFL-CIO of the Edward P. Morgan and John W. Vandercook news programs.

New advertisers include Sterling Drug Inc., Niagara Therapy Manufacturing Corp., Angostura-Wupperman Corp., Armour & Co., Hudson Vitamin Products Inc. and 20th Century-Fox Film Corp. Renewals included Campana Sales Co. and Radio Bible Class.

Increase in Clients

An increase of 38 percent in the number of advertising clients over the same period last year is reported by Armand Hammer, Mutual president and chairman.

He reports "a record increase," announcing that 87 different advertisers have used MBS facilities during this period—the first full year under its new programming concept of emphasizing news, music, sports and special events.

Previous all-time high usage of Mutual occurred, Mr. Hammer declares, in the calendar year 1954 when 74 clients advertised on the network. The period from June 1956 to June 1957 shows 63 clients.

Mutual has added four affiliates to its line-up, including two — WAZF Yazoo City, Miss., and KCMR McCamey, Tex. —that are former affiliates rejoining the network. The others are Pennsylvania stations WNCC Barnesboro and WHLM Bloomsburg.

Business at CBS

The CBS Radio network has contracted for more than $1,250,000 in new business and renewals over a two-week period. John Karol, vice president in charge of network sales, reports. A main factor in the rise of billings is the purchase of "Impact" segments by the Rambler Division of American Motors Corp., Grove Laboratories Inc. and Sterling Drug Inc.

Renewals have been signed by Hearst Publications for *Good Housekeeping*, Kitchens of Sara Lee Inc. and Comstock Foods Inc. New advertisers are General Cigar Co., makers of White Owl, for one-third sponsorship of the New York Giants football games; Dumas Miller Corp. and Niagara Therapy Manufacturing Co.

NBC Billings

Mutual of Omaha has renewed sponsorship of *On the Line With Bob Considine* for 52 weeks, William K. McDaniel, vice president in charge of radio network sales, announces. The renewal highlights two weeks of business totalling $500,000 in net revenue which Mr. McDaniel cites as an example of the trend toward long-term contracts on the network.

During that period, the Pabst Brewing Co. extended its present schedule of nighttime and weekend announcements into the fall and new orders were placed by Purolator Products Inc., 20th Century-Fox Film Corp., Standard Brands Inc., Sterling Drug Inc. and Radio Corp. of America.

Keystone Affiliates

The Keystone Broadcasting System has added nine affiliates, bringing the rural network's total to 1,043. According to Blanche Stein, director of station realtions, the outlets are: KWSO Wasco, Calif.; WDOL Athens, Ga.; KCID Caldwell, Ida.; WCMR Elkhart, Ind.; KSMN Mason City, Ia.; KANA Anaconda, Mont.; WAGG Franklin, Tenn.; KBLT Big Lake, Tex., and KGAS Carthage, Tex. • • •

AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be *22 million more* in 1975 than today.

3. More Income—Family income after taxes is at an all-time high of $5300—is expected to pass $7000 by 1975.

4. More Production—U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings—Individual savings are at highest level ever—*$340 billion*—a record amount available for spending.

6. More Research—*$10 billion* spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs—In the next few years we will need more than *$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

The real measure of KFAL-Ads is found in RESULTS! Cash Register Results! If you are "Survey Conscious" . . . then a good look at NCS#2 will show that of Stations heard throughout Central Missouri, KFAL is on top of the situation with more listeners per Daily Average Daytime Circulation than any other Central Missouri Station regardless of power! Low Cost-Per-Thousand Families and High Effectiveness means KFAL-RADIO every time!

Contact—INDIE SALES, INC.
or
KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

CCA "Blue Chip" Promotion on Storer's WJW

R. P. (Reg) Merridew, Managing Director of STORER BROADCASTING's WJW in Cleveland, Ohio writes, "CCA grossed over $75,000 with 17 'Blue Chip' accounts including Ohio's largest department store, The May Company.

R. P. (Reg) Merridew

In his letter to Cal Perley, Western Sales Manager of Community Club Awards, Mr. Merridew adds, "Our goodly gross of 'new business' is just the reason we are so thoroughly satisfied with CCA. This acceptance by so many new accounts will contribute much to the long-range good of WJW!! CCA number two will be run Fall of '58.

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

report from Canada

Move Afoot in Canada To Establish Networks That Are Privately Owned

KARSH
Harry Sedgwick, president of CFRB.

The right to establish private networks in Canada may be re-instituted within a year if present trends continue, according to Harry Sedgwick, president, CFRB-AM-FM Toronto, and past president of the Canadian Association of Broadcasters.

Presently, there are two radio networks in Canada, the Dominion and the Trans-Canada, both of which are government-owned and controlled by the Canadian Broadcasting Corp. Network operations have been a government monopoly since 1936 when the Liberal party came into power under MacKenzie King. Prior to that time, private stations had formed groups to relay programs of national interest across the continent on a per occasion basis.

Headway Made

Private broadcasters have been agitating ever since for the right to form their own networks, but it was not until the re-instatement of a Conservative government in 1956 that much headway in this direction was made, according to Mr. Sedgwick.

At the May meeting of the CAB in Montreal, the members passed a resolution authorizing the association "to take whatever steps may be necessary to seek the establishment of the right to form networks freely." CAB's then president, Vern Dallin, was authorized at the same time to appoint a committee that would "explore the full details of network operation."

Privately-owned networks are most likely to be established through one of two channels, Mr. Sedgwick says. The CBC, which now is exclusively authorized to deal with the line companies on a national basis, could give its permission for such negotiations to private stations. Recent preliminary explorations in this direction have not found the CBC unreceptive, according to Mr Sedgwick.

The other possibility exists in Parliament setting up a separate regulatory body with powers comparable to those of the American FCC. This board could conceivably grant the requisite permission. At the present time, the CBC exercises regulatory powers over the broadcasting industry, in addition to its network functions.

Among the chief complaints of broadcasters who object to network monopoly by the government is a lack of freedom in many facets of the business. For example, stations which are asked by the CBC to carry network programs must comply.

Private broadcasters, says Mr. Sedgwick, also chafe under the broad regulatory powers of the CBC, "which are more extensive than those of the FCC." Among these powers are the right to determine what products may be advertised on the air, how much advertising may be carried during a specified time and the precise wording of all food and drug copy.

Mr. Sedgwick feels that once broadcasters get the green light on network formations, however, they may be deterred by the expense involved. "Back in the early days of the private owners' campaign," he points out, "costs were not nearly so high as they are today."

Mr. Sedgwick also expresses some doubt that the country can at the present time support three full time networks, or more, since the CBC would presumably retain its two. It is possible, he says, that private networks might be established on a per occasion basis if the cost factor should loom too large. • • •

ALL-CANADA RADIO and TELEVISION LIMITED

representing 30 Radio and 19 Television Stations in Canada

Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

WEEKEND RADIO (Cont'd from p. 29)

music and variety shows also are prominent features in trying to appeal to as broad an audience as possible.

The alteration that weekend radio has undergone can be illustrated by the networks, whose successes in programming experiments have been adopted by many radio stations around the country.

"When *Monitor* started three years years ago, it was nearly impossible to sell network time on the weekend," says Al Capstaff, executive producer of the NBC Radio program.

Currently, the network states, 20 leading national advertisers—ranging from soaps to automobiles, sterling silver to insurance—are using the weekend format. *Monitor* is described by NBC as the network's biggest money-maker. Its chief contribution to programming, as described by Mr. Capstaff, is that it departed from traditional 15-minute or half-hour programming and commercial segments.

In 1957, *Monitor* accounted for more than $5 million in gross billings.

George A. Graham Jr., director of sales planning for NBC Radio, illustrates the flexibility of *Monitor* from an advertiser's point of view. He cites the short-run, intensified use by Commercial Solvents Corp., makers of Peak Anti-Freeze. The firm has bought 41 announcements a weekend for six weeks in September and October in order to reach the car owner for the cold weather change-over.

Weekend Business

CBS Radio has signed more than $1.8 million in weekend business beginning in the fall and running for 13 weeks. More than $750,000 of this is for "Impact" segments, the network's flexible sponsor plan that allows an advertiser to buy five-minute parts of programs, ranging from *Gunsmoke* to *Jack Benny*.

A substantial chunk of CBS Radio's weekend business is in automobiles. Chevrolet has been using five-minute news programs. In addition, part of the approximate $3.8 million Ford buy on the network is on the weekend. The weekend portion features five-minute entertainment segments with Rosemary Clooney and Bing Crosby.

The further appeal of weekend radio to many advertisers is in rates. In a great number of cases, weekend rates are either lower than weekday rates or are incorporated as part of a package plan with a weekday buy. In some cases, stations have special saturation rates just for the weekend.

As the facts show, the Saturday and Sunday audience is a necessary part of the radio week and, in addition, has some special properties all its own. • • •

Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

More than TWICE as many listeners as the No. 2 station!

More listeners than the No. 2 and No. 3 stations COMBINED!

More than THREE times as many listeners as the No. 4 station!

Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street, New York 19, N. Y.

radio ratings

Hooper Experiment Results in Compilation Of Figures on 130 Cities

A C. E. Hooper Inc. experiment of last fall—a single book containing the station share of audience figures for more than 130 cities—is now being distributed by the research firm. The book is being furnished on a complimentary basis to advertiser and agency subscribers to the complete Hooper ratings service.

The reports come in a three-ring binder so that new ones for each city may be substituted for previous indices. Each index shows the percentage of homes using radio during various parts of the day and the share of the total radio audience accruing to each station.

Saturation Buys

Hooper claims that the report is "invaluable when timebuyers are making saturation purchases and the relative popularity figures are all that are immediately necessary."

Other uses of the book, the ratings firm says, include getting a practical estimate of the average rating that might be secured in an intensive radio campaign such as often accompanies introduction of a new product.

"For instance," a Hooper spokesman explains, "if the average sets in use in a given market is 18 percent and one station has 40 percent of the audience, the buyer can assure the media director or account man that it is possible to buy approximately a 7.0 rating on the station under consideration.

Audience Distributed

"The book also very quickly shows," he states, "the difficulty of buying high average ratings in a market where the audience is widely distributed over a number of stations."

Since the sample size is accumulated over many hours of interviewing, according to Hooper, the sample sizes are very large. However, the sample on which the reports are based are from non-toll-call areas of each city, with telephone numbers selected at random. The total audience, then, is never measured because the homes of the toll-call area are not included.

"It is necessary," Hooper asserts, "for their radio measurement technique to get the information from the respondent at the moment he is listening."

Hooper interviewers announce themselves, and then ask, "were you listening to the radio when the telephone rang just now?" If the answer is "yes" the respondent is asked what program, the dial number and what station the dial number represents. He is also asked similar questions about anyone else in the home listening at the time of the call and about the preceding 15 minutes.

Pulse Expands Data

A move to intensify the qualitative aspects of audience measurement has been launched by The Pulse Inc. It will expand the audience composition analyses of network radio—as well as tv—programs.

Pulse will provide such product classification data as number of smokers compared to non-smokers. A base sample of 75,000 homes will be used with the product category changing each month.

The survey work on the new information was started last month. The results are expected to be published either this month or next. • • •

NOW
each month...in...
NETWORK
PULSE
TV/RADIO
reports

The NATION'S FAMILIES tell you

(accurately classified in individual programs)

how much they spend, purchases, etc.

FOODS
how much they spent during past week—upper, middle, lower

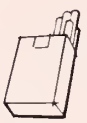
AUDIENCE COMP
Men, women, teens 12-17, and children 11 and under

DRUGS, TOILETRIES, COSMETICS
Spendings for past week

CHILDREN
families with and without—those under and over 12

AUTOMOBILES
ownership and usage frequency

OCCUPATIONS
head of house: (1) professional, executive, managerial, technical; (2) clerical and sales; (3) manual



CIGARETTES
families who smoke and don't—one member, 2 and more

AUDIENCE REVERIFICATION
check against new shows and summer tally of same

REFRIGERATORS, STOVES
television, air-conditioners, washing-machines, dryers, freezers — THREE-MONTHS' look-ahead who will/will-not buy.

FEMALES
age of women heads of families —under 35 and brackets over. Priceless data

SOAPS, DETERGENTS, CLEANSERS

for past week—money spent

HOME OCCUPANCY
home owners vs. renters

ONE CATEGORY EACH MONTH

DYNAMIC PATTERNS OF FAMILIES AND BUYING

All network programs will be individually classified by principal categories—intensive, concentrated each month. Meaning—you can see *which* programs have most *interest* for your own product category!!

Tremendous aid here in holding to your present or buying a *new* approach.

For example: if you're an auto sponsor, but find cigarette or beer programs have more auto families, *maybe* you should act fast!

The Pulse Network Monthly Reports—U. S. PULSE TV and the RADIO-PULSE—will both report these new data *IN ADDITION* TO THE PRESENT COMPLETE REPORT . . . vital qualitative information.

INDUSTRY'S LARGEST SCIENTIFIC SAMPLING

From major markets throughout the U. S. Pulse interviewers will gather these vital added facts.

Blue-ribbon advertiser and agency subscribers tell us this one-category-per-month is most adequate. Should greater frequency be necessary, Pulse's 3,000 interviewers can deliver it.

At no extra cost for present agency full subscribers, this information is added to Pulse *Network* reports—*network*, both TV and radio.

If you are a non-subscriber, you can get New York, Chicago, Los Angeles and both network reports for only $200 per month.

Positively not available for individual network report purchasers.

ORDER NOW!

Any questions? Wire, write, or phone JUdson 6-3316

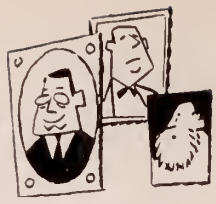
Nothing takes the place of INTERVIEWS in the home

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

730 FIFTH AVENUE NEW YORK 19, NEW YORK

names and faces



Noting the Changes Among

The People of the Industry

AGENCIES

MARVIN D. McQUEEN, vice president and supervisor of accounts in St. Louis, and WILLIAM C. EDWARDS, vice president and manager of the Chicago office, elected directors of the D'Arcy Advertising Co.

JULIA B. BROWN, WALTER BARBER and HENRY CLOCHESSY, associate media directors, and JOSEPH R. CROSS, account executive, named vice presidents of Compton Advertising Inc., New York.

HAROLD ROSS appointed radio-tv director of time and talent purchasing and BARRY ZIFF appointed director of merchandising and market research by Berghoff Associates Inc., Los Angeles. Both were senior account executives.

JOHN M. MAUPIN, former general sales manager of WINS New York, has joined BBDO, New York, as an account executive.

ROBERT L. WHITEHEAD, formerly vice president in charge of the San Francisco office of Roy S. Durstine Inc., has joined Guild, Bascom & Bonfigli Inc., San Francisco, as account executive.

A. J. BOUCHARD, formerly account executive with McCann-Erickson Inc., has joined Paris & Peart Inc., New York, in the same capacity.

STATIONS

JOSEPH KIRBY, former manager of WKRS Waukegan, Ill., named vice president and general manager of KFBI Wichita, Kan.

WILLIAM A. SELLEY, former manager of WLOU Louisville, Ky., promoted to vice president of Roumsaville Radio and appointed general manager of WYLD New Orleans, La.

ROBERT KLEIN, general manager of WDAS Philadelphia, named executive vice president.

ROBERT REGAN, vice president in charge of programming at KGB San Diego, Calif., promoted to station manager.

DALE MOUDY, formerly assistant to the president of ABC, appointed general manager of WING Dayton, Ohio.

H. E. GURNEY, former western manager of the western division of the World Broadcasting System, named general manager of KOFY San Mateo, Calif.

HAROLD J. PANNEPACKER, formerly with WRCV-TV, appointed station manager of WRCV Philadelphia.

GENE SPRY promoted from assistant station manager to station manager of KPHO Phoenix, Ariz.

ARCH L. MADSEN, former general manager of Sponsor Publications Inc., appointed assistant to the general manager of WLS Chicago.

ROBERT LARSEN, former broadcast personality on WEMP Milwaukee, Wisc., has joined WRIT as assistant to the general manager. He will continue his morning show.

J. KENT HACKLEMAN promoted from sales manager to station manager of WJLS Beckley, W. Va.

ED SHADBURNE, former assistant manager of WTMP Tampa, Fla., appointed station manager of WLOU Louisville, Ky.

HERB RESNICK, sales manager of WINE Buffalo, N. Y., appointed assistant managing director.

JOSEPH T. CONWAY promoted to national sales manager for WIBG Philadelphia.

ARMAND BELLI, former account executive with KDKA Pittsburgh, Pa., named national sales manager of WKPA New Kensington, Pa.

ROBERT BALDRICA, assistant sales manager at WXYZ Detroit, promoted to director of radio sales.

THOMAS J. SWAFFORD, former account executive with CBS Radio Spot Sales, named sales manager for WCBS New York. Also at WCBS, GEORGE J. SCANLON, formerly sales service manager, promoted to account executive and LYMAN CLARDY named to his former post.

JERRY MALONEY, formerly with WSJV-TV Elkhart, Ind., named sales manager of WTRC.

WILLIAM WELLER, account executive in the KNX Los Angeles CBS Radio Pacific Network sales department, appointed to the newly-created duties of marketing representative. Also, CRAIG ROGERS named an account executive.

DANNY MARTIN named sales promotion and merchandising director by WYDE Birmingham, Ala.

LEONARD MYERS appointed an account executive for WHDH Boston.

WILLIAM HARKNESS has joined WSAI Cincinnati, O., as an account executive.

EUGENE E. KOEN, formerly with WCAE Pittsburgh, Pa., named account executive at KDKA-FM.

ROY M. SCHWARTZ, promotion manager for WVUE-TV Philadelphia, named to similar post at WIBG.

REPRESENTATIVES

DOUG YATES, former timebuyer with BBDO, New York, named account executive at CBS Radio Spot Sales, New York.

VINCENT J. RISO, an account executive with RAB, has joined the radio sales staff of NBC Spot Sales, New York.

NETWORKS

BLAIR A. WALLISER, former eastern manager for the John W. Shaw Advertising Agency, Chicago, has joined MBS as administrative vice president.

MISS CLAYTON SHIELDS, assistant business manager of ABC Radio, promoted to business manager.

MARVIN W. BAIMAN appointed manager for research studies, JACK B. LANDIS appointed manager for research development and WILLIAM S. RUBENS appointed manager for audience measurement by NBC.

G. E. HURST and JACK BRYNER named account executives in the sales department of CBS Radio.

Baldrica

Klein

Moudy

Ziff

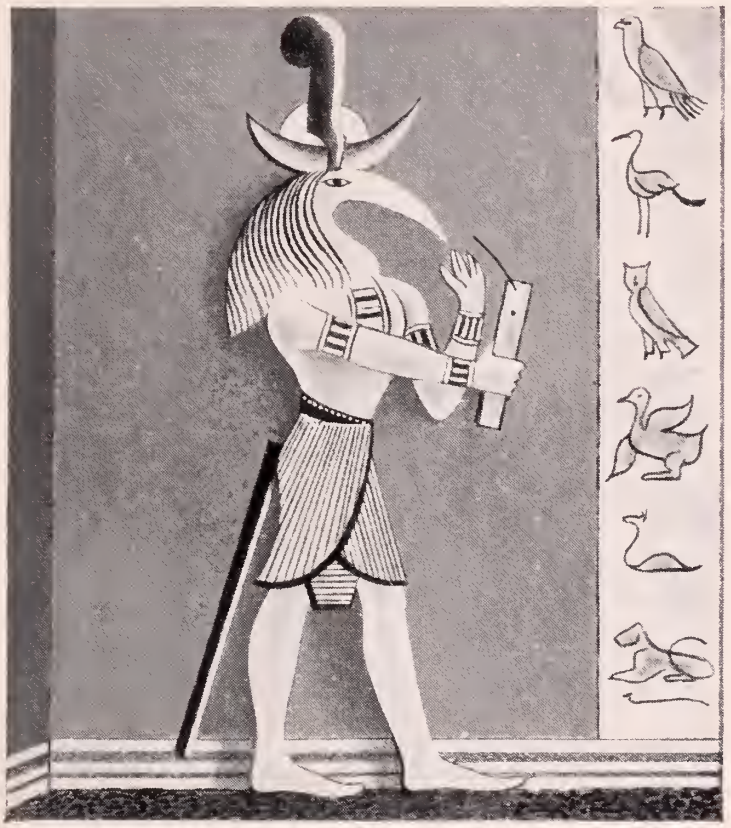
Shields

Madson

Ross

Pannepacker

as basic as the alphabet



EGYPTIAN

The ancient people of the Nile believed that a bird-god named Thoth invented writing, including a sacred sign which meant *support*. This, scholors think, was the beginning of our letter F.

PHOENICIAN

When traveling merchonts from Asia Minor did business in Egypt, they sow the sign, liked it, and made it part of their alphabet. Slightly changed in form, it was called wau.

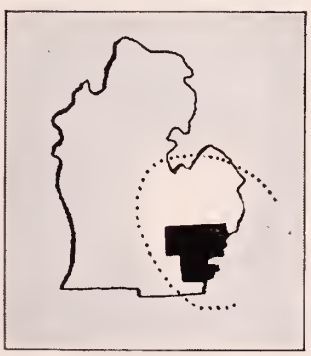
GREEK

According to legend, the Greek hero, Cadmus, carried a sixteen-letter alphabet including wau from Phoenicia to his homeland. Later, the variants shown here disappeored from Greek writing.

ROMAN

While the Greeks were still using the antique F, the Etruscans borrowed the letter ond passed it along to the Romans who shoped it in the form we know todoy.

Historical dato by
Dr. Donald J. Lloyd, Wayne State University



Fits your main target perfectly—without waste.

Seventy percent of Michigan's populotion commanding 75 per cent of the stote's buying power lives within WWJ's daytime primory coveroge oreo.

First on your Michigan station list should be WWJ—where thirty-eight years of leadership experience coupled with modern radio concepts deliver exceptional results in the great Detroit-Southeastern Michigan market.

Start your fall radio campaign here—with the WWJ Melody Parade, the WWJ features originating at Northland and Eastland Shopping Centers—with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

AM and FM
WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

EDITORIAL

... it takes sales effort

ECONOMIC TALK

The past few weeks economic talk has taken on a lighter tone. News from Washington indicates an upturn in business this fall.

Recognized industry authorities have been charting the gains expected for radio for the current year (see U. S. RADIO, July 1958)—although the measure of individual success more often than not depends upon the amount of effort and planning involved.

Regardless of the economic climate, however, the job for radio—as well as for any other business—is a continuing intensification of sales efforts. If an advertiser alters expenditures, that is the time for radio to present its strongest sales arguments and not retrench itself.

The value of radio as a long-run, economical medium stands apart from other media. The vitality of radio's selling effort will aid in determining how rosy its hue will continue.

WEEKEND PHENOMENA

The experience of presenting something of value is always exhilarating. In the lead story, *Radio Listening Remains at Work on the Weekend*, p. 27, an examination of the weekend audience and its strength is made.

The facts are more than just impressive. They show that although weekend radio has not attracted the same enthusiasm of national advertisers as have other times of the week, the audience on Saturday and Sunday compares very favorably with weekday levels. And in some markets, the peak weekend audience surpasses the peak Monday-through-Friday tune-in.

One city illustrated in the story is Atlanta, where a Hooper study credits the Saturday 10 a.m.-to-6 p.m. period with 17 percent of the radio sets tuned in compared with 15.7 for the Monday-through-Friday high, which occurs from 7 a.m. to 12 p.m.

We believe that the strongest story is the one where the facts speak for themselves.

OFFENSE REQUIRED

Certainly, weekend radio needs no defense. On the contrary, it requires an offense to make the facts known.

The increasing awareness of the strength of Saturday and Sunday listening has prompted a major research firm to plan a study to show that more unduplicated homes can be reached in a Monday, Wednesday and Saturday spot schedule than a Monday, Wednesday and Friday campaign.

The weekend audience has much to recommend it.

the largest weekly audiences in network radio are delivered to advertisers on the NBC RADIO NETWORK

(and it's been happening month after month after month!)

Rank Order	Advertiser	Network	Unduplicated Homes Reached
1.	Bristol-Myers Company	NBC	8,266,000
2.	Midas Muffler	NBC	7,433,000
3.	Brown & Williamson	NBC	7,382,000
4.	Ford Motor Co.	Net. #2	7,369,000
5.	California Packing	NBC	7,113,000
6.	Florists' Telegraph Del.	Net. #4	6,510,000
7.	Procter & Gamble	NBC	6,126,000
8.	Ex-Lax, Inc.	NBC	5,780,000
9.	Chevrolet	Net. #2	5,408,000
10.	Plough, Inc.	NBC	5,319,000
11.	Lever Brothers, Inc.	NBC	4,575,000
12.	Campbell Soup Company	NBC	4,563,000
13.	Swift & Company	NBC	4,357,000
14.	B. T. Babbitt, Inc.	NBC	4,242,000
15.	American Motors Corp.	NBC	3,896,000

NBC RADIO has
7 out of top 10
12 out of top 15

Source: A. C. NIELSEN CO.—4 weeks ending May 10, 1958

morning...noon...and night...

all I buy is WINS

Radio WINS audience has grown phenomenally since 1954—a trend unmatched by any other New York City radio station. Also, WINS' rate of growth is steadily rising. The three charts below show the compelling comparisons of the New York 17-County Area Pulse share-of-audience ratings for June, 1954 through 1958. WINS has increased its afternoon and nighttime audiences so that it is now an undisputed No. 1 in both time periods. WINS ability to deliver results is further attested to by its growing number of key national advertisers. In the last four years Radio WINS has become, from any standpoint . . .

"NEW YORK'S LEADING STATION" • RADIO CIRCLE • NEW YORK • JUDSON 2-7000

Repr. by the Katz Agency

ATL ASSOC OF
LIBRARIAN-RESEARCH DEPT
1771 -N- ST NW
WASHINGTON 25 D C
-D5-19-38-62 -1

For buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO.

SEPTEMBER

1958

35 CENTS

ADIO RESEARCH
at's Needed and
at's Being Done
page 15

TE CARD STUDY
Approaches Vary
Card Revision
page 22

LLMAN CARS
alers Participate in
r-Weekend Saturation
page 26

W RADIO FARED
tle Final Action
ken in 85th Congress
page 30

Albert Ehlers Jr.

Ehlers Coffee Places
50 Percent of Budget
New Spot Campaign
page 18

STATION WHO PUTS THE *Plus* INTO MERCHANDISING!

"Feature Foods" is a comprehensive merchandising *plus* service conducted by WHO Radio at the point-of-sale in 350 high traffic chain and independent food stores. Coverage includes all cities of 5,000 population or more in 76 of Iowa's 99 counties. It is available, *at no extra cost*, to advertisers whose products are sold in food stores and whose gross expenditure on WHO Radio is $300 per week for 13 weeks, or $3900 within a 13-week period of time.

HERE'S HOW IT WORKS: Each 13 weeks, experienced WHO "Feature Foods Merchandising Teams" guarantee you all four of these *plus* services:

REGULAR SHELF MERCHANDISING
We check your displays, shelf stock, prices, POP materials, etc.!

50 ONE WEEK SHELF EXTENDER DISPLAYS
WHO merchandisers make and place all displays!

36 DAYS OF WEEKEND BARGAIN BAR PROMOTIONS
High Volume Supermarkets!

MONTHLY REPORTS
Reports from grocers to you about your products!

WHO's Feature Foods merchandising service is producing *big results* for many of the nation's finest food manufacturers.

Talk to PGW about putting more "plus" in *your* Iowa advertising with WHO Radio—and Feature Foods!

WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

Peters, Griffin, Woodward, Inc.,
National Representatives

The $2¾ Billion WSMpire

DOMINANT FOR 33 YEARS

WSM ...FIRST IN EVERY RATED QUARTER HOUR

...SHOWS A 6% INCREASE SINCE 1956

Here's what has happened in 103 County WSMpire in the 17 months since the last Pulse Study was made:

STATIONS	MONDAY – FRIDAY 6 AM–12 N	12 N–6 PM	6 PM–12 Mid
WSM	42	44	52
Station B	23	22	19
Station C	13	12	14
Station D	9	11	10
Station E	7	7	—
Station F	6	5	4
SATURDAY			
WSM	52	50	61
Station B	17	14	14
Station C	13	13	13
Station D	7	9	7
Station E	6	7	—
Station F	4	7	4
SUNDAY			
WSM	61	52	
Station B	13	18	
Station C	10	13	
Station D	4	7	
Station E	9	6	
Station F	2	5	

In the largest single survey ever undertaken Pulse finds that WSM has increased its hold on the 103 County WSMpire by 6%... leads in every rated quarter hour with an average of well over twice the audience of the next Nashville station.

There is a difference . . . it's WSM radio

50,000 watts, Clear Channel, Nashville — Blair Represented, Bob Cooper, General Manager.

$475 WEEKLY GETS YOU COMPLETE STATION CIRCULATION VIA 54 ONE-MINUTES ON LOVELIER, LIVELIER

WHK

the **WNEW** *of Cleveland*

...now featuring THE FIVE WITH A FLAIR
for entertaining...for selling

Ernie Anderson

Tom Brown

Jack Denton

Pete Myers

Earle Jerris

details from
BUD SIMMEN, General Manager
or BOB EASTMAN

WHK is a division of METROPOLITAN BROADCASTING CORPORATION

Eye-opener for advertisers

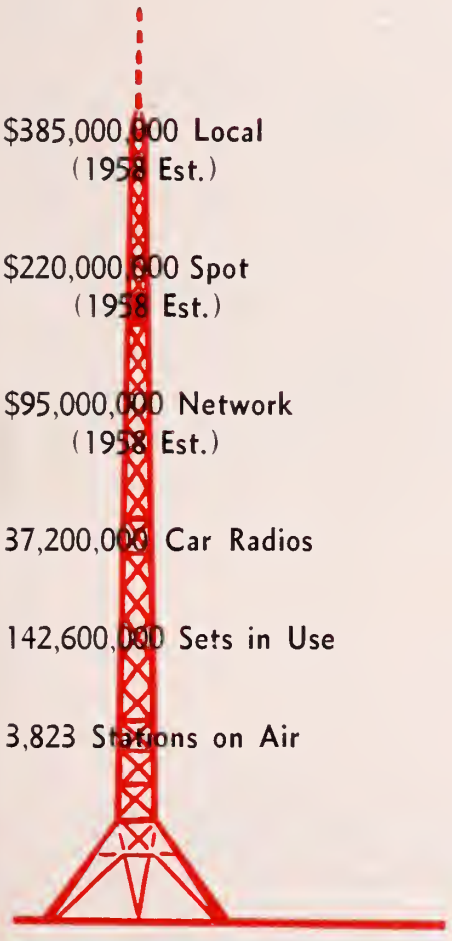
To get full results from radio advertising, sales and advertising executives need to understand the complex program elements which, when properly combined, give Spot Radio its tremendous selling-power. These elements are clearly defined in the John Blair Report, LOCAL RADIO PROGRAMMING, recently published. It is termed an "eye-opener for advertisers" because it brings into sharp focus the exacting skill demanded of station-management in creating an overall program-structure that consistently builds maximum audience for the station, and sales for its advertisers. Hence the book contains a wealth of information vital to any executive charged with the responsibility of moving mass-market goods at a profit. For the complete report, write John Blair & Company, 415 Madison Avenue, New York 17, N. Y. Price, one dollar.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York....WABC	Washington....WWDC	Miami....WQAM	San Antonio....KTSA	Wheeling-Steubenville....WWVA
Chicago....WLS	Baltimore....WFBR	Kansas City....WHB	Tampa-St. Petersburg....WFLA	Tulsa....KRMG
Los Angeles....KFWB	Dallas-Ft. Worth....KLIF-KFJZ	New Orleans....WDSU	Albany-Schenectady-Troy..WTRY	Fresno....KFRE
Philadelphia....WFIL	Minneapolis-St. Paul...WDGY	Portland, Ore....KGW	Memphis....WMC	Wichita....KFH
Detroit....WXYZ	Houston....KILT	Denver....KTLN	Phoenix....KOY	Shreveport....KEEL
Boston....WHDH	Seattle-Tacoma....KING	Norfolk-Portsmouth-Newport News....WGH	Omaha....WOW	Orlando....WBDO
San Francisco....KGO	Providence-Fall River-New Bedford....WPRO	Louisville....WAKY	Jacksonville....WJAX	Binghamton....WNBF
Pittsburgh....WWSW	Cincinnati....WCPO	Indianapolis....WIBC	Nashville....WSM	Boise....KIDO
St. Louis....KXOK		Columbus....WBNS	Knoxville....WNOX	Bismarck....KFYR

Radio's Barometer



Spot: National spot revenue totaled an estimated $93,574,000 for the first six months of 1958, according to Lawrence Webb, managing director of Station Representatives Association. The total, which compares with $86,770,000 for the comparable period of 1957, represents the highest first six months ever recorded in national spot radio, he reports.

Mr. Webb notes "strong indications" that the last six months of 1958 will exceed the first six months to bring the total increase over the record year of 1957 to more than 10 percent. In 1957, total estimated revenue obtained by radio stations through national spot advertising reached an all-time high of $183,987,000.

Network: Estimated net operating profit of American Broadcasting-Paramount Theatres Inc., parent company of ABC Radio, was $1,188,000 for the second quarter of 1958, a 24 percent increase over the same quarter of 1957, it was announced by President Leonard H. Goldenson. He said that the broadcasting division had shown improvement in the second quarter but that advertisers were "somewhat cautious" because of "general business conditions."

Local: A nationwide NAB survey of stations shows that revenue of the average radio station in 1957 was $99,700. Reports from stations indicate that revenue is continuing to rise in 1958. WBT Charlotte, N. C., for example, shows a 16 percent increase in national spot advertising in July over the same month last year. And for the year ending May, 31, 1958, WTRL Bradenton, Fla., reports a billing increase of more than 10 percent. WTRL's billings for the first five months of 1958 were $53,795 compared with $25,920 for the same period in 1957.

Stations: Total stations on the air, both am and fm, increased again in August—to 3,823, up 22 over July:

	Commercial AM	*Commercial FM*
Stations on the air	3,271	552
Applications pending	412	36
Under construction	105	93

Sets: An all-time high set count of 142,600,000 as of July 1 is estimated by RAB. The figure represents an 82.8 percent increase in the number of radios during the last decade. The radio-in-auto count rose to 37.2 million, says RAB.

Total radio set production including car radios for June was 774,424, according to Electronic Industries Association. Total for six months was 4,961,293. Total auto radio production for June was 235,433; for six months, 1,464,519. Total radio sales for June excluding auto was 656,728; for six months, 2,964,338. Transistor production for June was 3,558,094 (dollar value, $8,232,343); for six months, 18,452,324; (dollar value, $42,845,056).

"Phenomenal Results" at 5:33 A.M.

R. M. Sherman, president of The Silent Glow Oil Burner Corporation, writes:

"Equipment sales today" — after four announcements, each scheduled at 5:33 A.M. — "far exceed the cost of the entire twenty-seven for which we are scheduled."

So ——

Silent Glow doubled its schedule.

The Frank Atwood Show is on WTIC, Hartford, Connecticut, whose 50,000 watts penetrate every bit of the rich, rich Southern New England market.

For prompt action contact Henry I. Christal Company.

for buyers and sellers of radio advertising

U.S. RADIO

SEPTEMBER - 1958 VOL. 2 - NO. 9

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Accepted as controlled circulation publication at Baltimore, Maryland.

the Star stations

YOUR "MUST BUY" STATIONS ★ ★ ★

ADULT PROGRAMMING

NEWS · MUSIC
SPORTS
AAA BASEBALL
NIGHTLY

OMAHA
KOIL
5000 WATTS
FULL TIME

UNDISPUTED
NO. 1

PULSE ... HOOPER ... TRENDEX
A VITAL FORCE IN SELLING
TODAY'S OMAHA

HOOPER—June-July '58 — 8 AM-12 noon 45.1
12 noon-6 PM 41.9
share

PULSE—June — 7 AM-12 noon.....28
12 noon-6 PM.....28
share

TRENDEX—Latest — 8 AM-6 PM.....40.8
share

KMYR

KMYR...DENVER dominates the 15 station Denver market, serving over 1,300,000 people with coverage where it counts. Proof — Hooper (May-June, '58) number 1 morning and afternoon; Pulse (May, '58) number 2 morning and number 1 afternoon. A vital force in selling today's Denver with 5000 Watts at 710 Kcs. See Adam Young or chat with General Manager Chic Crabtree.

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KANSAS CITY ROYALTY—
The sort of prize-winning Herefords you meet at the American Royal Live Stock and Horse Show every fall in Kansas City.

KCMO-RADIO. BASIC CBS-RADIO.
810 kc. 50,000 watts.

Photo: American Hereford Association

shake hands with the West

It begins in Kansas City—home of the American Royal, citadel of jazz, gateway to the Great Plains. And if you want a typically warm Western welcome, we suggest you give your product or service a voice on KCMO-Radio.

For KCMO-Radio (with 50,000-watt coverage in parts of four states) serves all the community.

How? With intelligent CBS network programming, colorful locally-originated shows, award-winning news and public service broadcasts.

The stakes (and steaks) are big in more-than-a-million Kansas City.

Ask anyone who's met the West on KCMO-Radio.

KCMO-radio

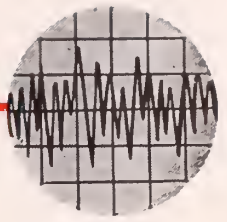
Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

soundings



Court Upholds Right Of Radio to Report News

Radio's right to report the news alongside newspapers is gaining approval by the courts. A New York Supreme Court justice ruled that radio stations could not give a "present tense" accounting of the Patterson-Harris championship fight in keeping with the exclusive broadcast rights that belonged to TelePrompTer Corp. The court held, however, that radio stations had the same right to report the news as newspapers, and as a consequence, three New York stations (WINS, WOR and WOV) carried detailed accounts of the fight running a few minutes behind the live action. The information, for the most part, was taken from wire services.

Dancer-Fitzgerald-Sample Makes Fall Radio Buys

Fall radio buying activity is under way at Dancer-Fitzgerald-Sample Inc., New York. Sterling Drug for Dr. Lyon's Toothpowder has bought minute announcements in 20 markets. The campaign will run for 15 weeks having started August 25th. In addition, Peter Paul has bought ID packages in nearly 50 markets.

Sales-Building Ideas Featured at RAB Clinics

Station managers and owners are coming away with new sales-building ideas from the annual round of Radio Advertising Bureau clinics. The sessions started in Ponte Vedra Beach, Fla., on September 4 and will stretch across the country ending in Princeton, N. J., on September 30. As in past years, the RAB meetings are being held separately from the fall regional conferences of the National Association of Broadcasters.

Expansion Plans Weighed For WQXR's Fm Network

Plans are already under way to expand the WQXR fm network. The initial operation encompasses 11 upstate New York stations which, WQXR says, serve more than 95 percent of the state's population. Transmission is by fm relay entirely, with WQXR-FM serving as transmitting point, "to insure high fidelity sound." The network and the areas they serve include WFLY-FM Albany-Troy-Schenectady; WRRC-FM Cherry Valley (Mohawk Valley); WRUN-FM Utica-Rome; WRRD-FM DeRuyter-Syracuse; WKOP-FM Binghamton; WRRA-FM Ithaca; WRRE-FM Bristol Center-Rochester; WHDL-FM Olean; WJTN-FM Jamestown; WRRL Wethersfield-Buffalo, and WHLD-FM Niagara Falls.

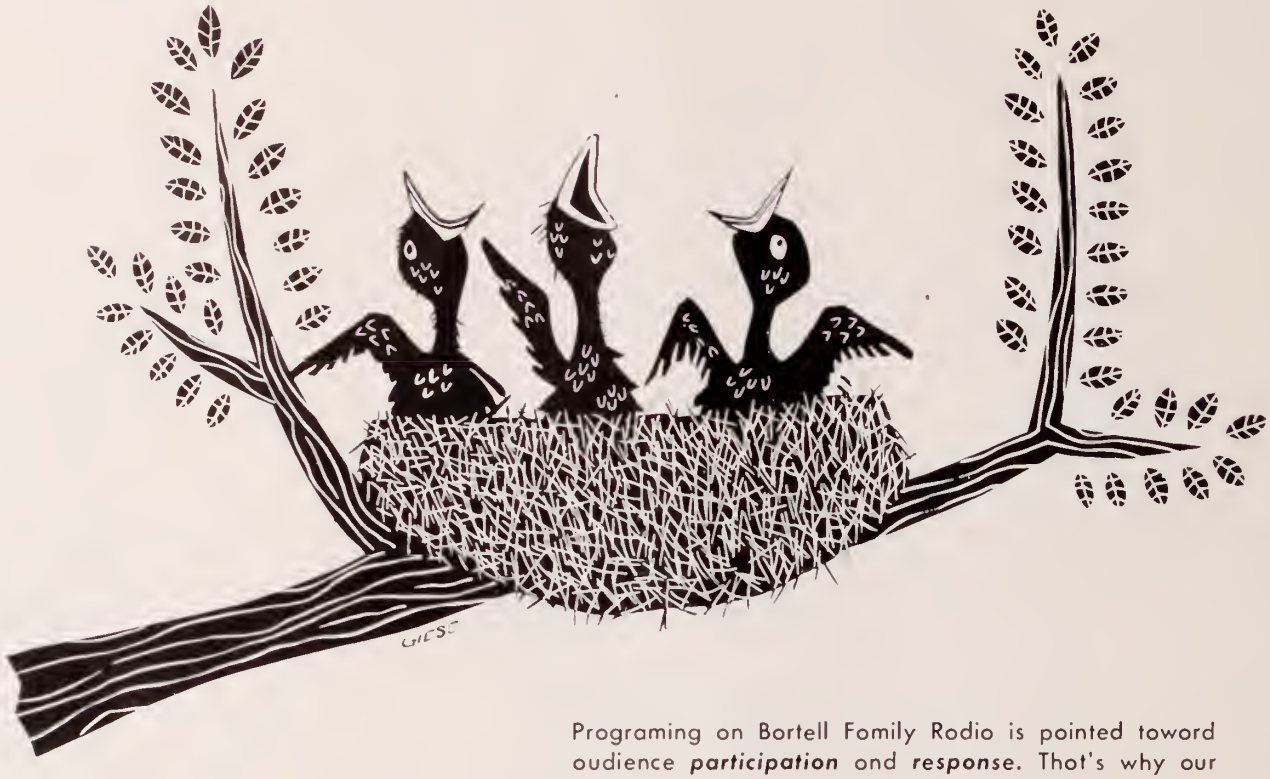
Fm Study of Chicago Planned by Research Firm

Add fm: Mounting interest in fm by advertisers as well as the radio industry is prompting an fm study of the Chicago market by a major research firm. This is in addition to the Pulse fm study of the Los Angeles market which was reported in August *Soundings*.

Weekend *Monitor* Adds Six Holiday Editions

The growth of out-of-home listening is bringing about a programming innovation at NBC Radio. *Monitor* beginning this past Labor Day instituted a new special edition which will run on six national holidays throughout the year.

RECEPTIVITY



Programing on Bortell Fomily Rodio is pointed toword oudience ***participation*** ond ***response***. Thot's why our continuous succession of copyright gomes for family fun . . . thot's why our never-ending streom of response-producing feoturettes . . . and the thorough locol news coveroge with nomes and oddresses.

bartell family radio puts the oudience into o "mentol focus" which music ond news olone cannot do.

And with mental focus comes ***RECEPTIVITY*** . . . "a disposition to receive suggestions" says Webster . . . a stote of mind upon which an advertising messoge is most effective.

BARTELL IT...and SELL IT!

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

washington

NAB Analyzes Radio's 1957 Economic Health

Revenue of the average radio station in 1957 was $99,700. That was one finding in a survey of both large and small stations made recently by the National Association of Broadcasters. Approximately 800 usable replies from radio outlets on the air for a minimum of one year were used in compiling the data. Network o&o stations were not included in the survey. Other findings on the average radio station's bank book for 1957: (1) profit before taxes was $9,100 (2) expenses totalled $90,600 (3) time sales reached $100,500 (4) largest profits were recorded in markets with a population in excess of 2.5 million.

House Amends Radio Spectrum Study . . .

The future of fm broadcasting was raised again in the last weeks of the 85th Congress. A Senate-passed proposal to study the military uses of the radio spectrum was revised to extend the study to an all-inclusive general area.

Reaction by Broadcasters Suggests Fm Implication

Immediate reaction from broadcasters was a fear that the ultimate conclusion of such a broad investigation could well be that commercial interests were not taking full advantage of frequencies assigned to them and that the government and the military could put them to better use. Even Senator Charles Potter (R-Mich.), who authored the original legislation, was unhappy with the amendment which came from President Eisenhower. The House was so divided on the issue that it was finally taken off the calendar and failed to reach the House floor. (See *How Radio Fared in 85th Congress*, p. 30.)

NAB Regionals Under way Sept. 18

NAB executives will make their annual cross country swing beginning in mid-September to tackle broadcasting problems on the regional level. The fall meetings get under way September 18 to 19 at the Buena Vista Hotel, Biloxi, Miss.

Broadcaster Can Now Attend Meeting Outside His Region

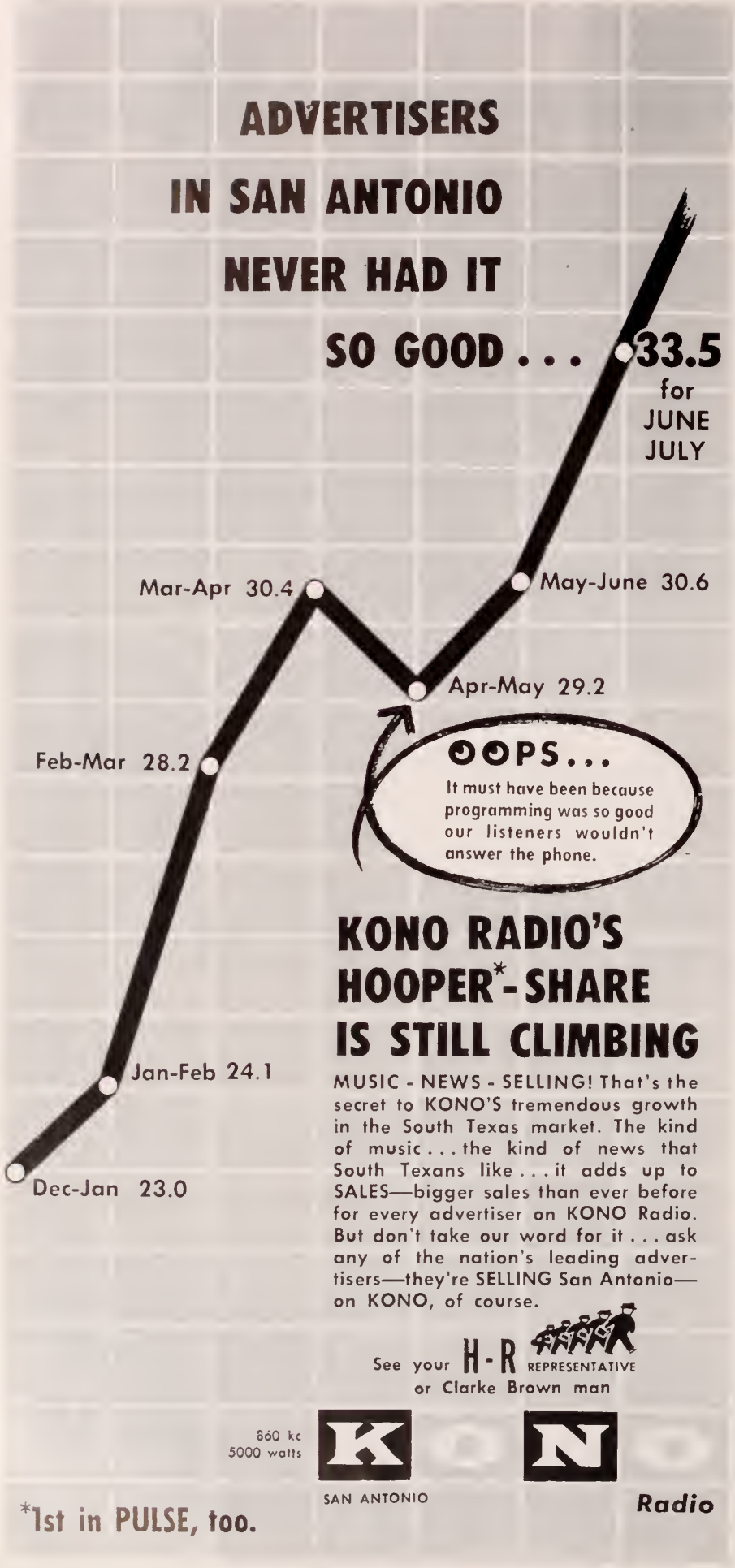
A welcome precedent in this series of fall conferences is that a broadcaster may attend the regional meeting most convenient for him, although the meeting may be outside his own region. Other regionals, their dates and places are: September 22 to 23, Biltmore Hotel, Oklahoma City; September 25 to 26, Challenger Inn, Sun Valley, Ida.; September 29 to 30, Mark Hopkins Hotel, San Francisco; October 13 to 14, Schroeler Hotel, Milwaukee; October 16 to 17, Radisson Hotel, Minneapolis; October 20 to 21, Somerset Hotel, Boston; October 27 to 28, Statler Hotel, Washington.

Legislative Oversight Voted $60,000 Hike

Voted an additional $60,000, the House Legislative Oversight Subcommittee will extend its much publicized probe of federal regulatory agencies. The sum will tide the subcommittee over while Congress is in adjournment. The new grant will increase the total subcommittee budget to $310,000. In addition to the completed portion of the FCC investigation, it is believed that more FCC grants are under subcommittee scrutiny and may well be scheduled for hearing during adjournment.

Hearings on Barrow Study Concluded

Criticisms of the Barrow Report were outlined for the FCC in a brief filed by NBC just as the commission closed the hearings on the study before its August recess. NBC criticized the study for its selection of



illustrative cases and noted that nowhere in the report was there any reference to court decisions that option time and must buy practices—which the report recommends eliminating—are completely legal. Cited in particular by the network was a case involving WSAY Rochester, N. Y., and four radio networks. The court ruled against the station in a 1948 decision which held that option time practices were not illegal. Other suggestions advanced by the Barrow Report include regulation of networks by the FCC and severance of all connections between station representative activity and the networks.

940 kc and 1550 kc Open to Daytimers

A development related to the Daytime Broadcasters Association plea to the FCC for a longer broadcast day—and Clear Channel opposition to such a move—arose when the FCC opened 940 kc and 1550 kc—both clear channel frequencies—to daytime outlets. In so doing, the FCC set these frequencies apart from the regulations which stall action on applications related to clear channels. These frequencies, however, are not domestic "clears." According to an international communications agreement, Canada and Mexico have priority on their use. Meanwhile, all comments are now in on the FCC's proposal to open up certain channels for uses other than clear channel operation. Deadline for filing comment was August 15. The issue, which has been an industry thorn for years, has a top spot on the FCC agenda when it reconvenes after a month vacation. The feeling at the commission is that action on the issue may come as soon as late September.

FCC Shelves Plan On Class B Fm Allocations

An allocations plan for Class B fm stations was abandoned by the FCC effective at the end of August. The 13-year-old "temporary" guide for allocations of these frequencies was finally scrapped. The FCC said that the growing number of fm applications will be simplified by shelving the necessity of rule-making proceedings to change the allocations table.

the *Silver Mike*

THIS MONTH:

ROBERT W. SARNOFF

Chairman of the Board
National Broadcasting Company

'No Other Business Faced The Adjustment Radio Did'

"No other business was ever compelled to adjust as quickly and as effectively as radio."

This statement is by Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., who by birth, training and personal accomplishment is in a position to know.

Mr. Sarnoff has been associated with radio since his graduation from Harvard University in 1939. In fact, his first job was with the radio division of the New York World's Fair in the summer of that year.

He has seen, from his own vantage point, the fortunes of network radio rise to astonishing heights, descend to discouraging depths and then turn around and stage an uphill battle to reach pay dirt once more.

The latter development is the one with which Mr. Sarnoff has been most concerned since becoming chief executive officer in December 1955 when he was appointed president. He still holds the post of chief executive since assuming the board chairmanship last July.

Mr. Sarnoff recalls several attempts to "revive" the radio network in the early 1950's. The effort that is bearing fruit, however, is the one he guided in the summer of 1956.

Mr. Sarnoff installed a creative new team in charge of radio operations; programming was streamlined, and new sales concepts were instituted.

Mr. Sarnoff, who was born in New York City on July 2, 1918, has had a varied career in communications.

He attended private schools in New York and also Phillips Academy, Andover, Mass., from which he was graduated in 1935.

In August 1941, after a year at Columbia Law School, Mr. Sarnoff served in the broadcasting section of the Office of Coordinator of Information (later the Office of Strategic Services). In March 1942, he was commissioned an ensign in the Navy and served both here and in the Pacific.

Late in 1945, he picked up the strings of his civilian career, becoming asisstant to Gardner Cowles Jr., publisher of the *Des Moines Register & Tribune* and president of the Cowles Broadcasting Co. After a year, he returned to New York as a member of the staff of *Look* magazine.

Mr. Sarnoff joined NBC in 1948 as an account executive in the sales department. He then held various administrative posts in programming, production and film. In June 1951, he was elected vice president and in September 1953, he was appointed executive assistant to the vice chairman of the board.

He was elected to the NBC board of directors a month later and in December 1953 was named executive vice president. • • •

It's Simply a Matter of People!

If all the people in Buffalo (1,340,000), Providence (705,000), and Nashville, Tenn. (363,000) got together, they would almost total the big, bustling market reached by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS 37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957

LETTERS TO

Fm Impact

I think your fm story in the August issue was excellent. Keep up the good work. Sooner or later fm will be recognized.

Ray Stone
Timebuyer
Maxon Inc.
New York

You are to be commended for your excellent treatment of a timely subject in your article *Valuable Plus or Basic Medium*. Two additional points would have added much to the impact of the story. They are: the influence of educational fm stations; the background on the change in Chicago to separate fm programming.

Regarding the former, the influence of Boston and New York educational stations has been important in the sale of fm receivers and the growth of fm audiences in these markets.

Harry W. Moore Jr.
Director, Sales Development
WTAR Norfolk, Va.

You have presented an excellent picture of fm. Our own indications lead to the conclusion that the fast growing awareness of fm is now approaching a crystallization point, and we are grateful for the support which your article offers in focusing further attention on the medium.

We also hope that it may stimulate some action on the part of those stations around the country with fm licenses who have been doing little or nothing to contribute to the development of fm.

Benson Curtis
KRHM Los Angeles

Weekend Radio Figures

Your August issue's story, *Radio Listening Remains at Work on the Weekend*, deserves praise. It's a good example of an exciting and imaginative article based soundly on research—a trick your magazine seems expert at.

There is one thing, however, that causes me some concern. You say, "all listening, including car radio, is measured in terms of homes." Although this is true of the figures you have printed, it is not the way the Nielsen Station Index reports auto radio.

Since the listening unit we measure is the home, and an auto radio listener is a part of one of the homes considered, adding the auto audience directly to in-home listening unduly inflates the count of *homes using radio*.

THE EDITOR

For this reason it is our practice to list the auto radio audience as a percent of homes using radio. This method allows the possibility that different members of a single home may be listening to radio both at home and in a car.

This correction does not affect the article's conclusions, but the inter-relation of the auto audience to the in-home audience must be realized.

Erwin H. Ephron
Public Relations
Broadcast Division
A. C. Nielsen Co.
New York

Mistaken Identity

That was a very fine article you did on Pepsi-Cola—even if you did get Doug Coyle's picture over my name.

Joseph Lieb
Vice President
Kenyon & Eckhardt
New York

Ed. Note: Our apologies to both gentlemen from Kenyon & Eckhardt.

Radio Registers

Unquestionably, U. S. RADIO fills a real need in this field. We especially feel that your *Radio Registers* is a most practical feature and could well be two pages. We would also be interested in seeing more station and advertising promotional pieces.

George C. Biggar
President & Manager
WLBK De Kalb, Ill.

Midwest Market Study

Allow me to congratulate you on the radio study of the 10 western states (U. S. RADIO, July 1958). A great job.

Orville Rennie Sr.
Promotion Manager
KOA Denver, Colo.

Progress Noted

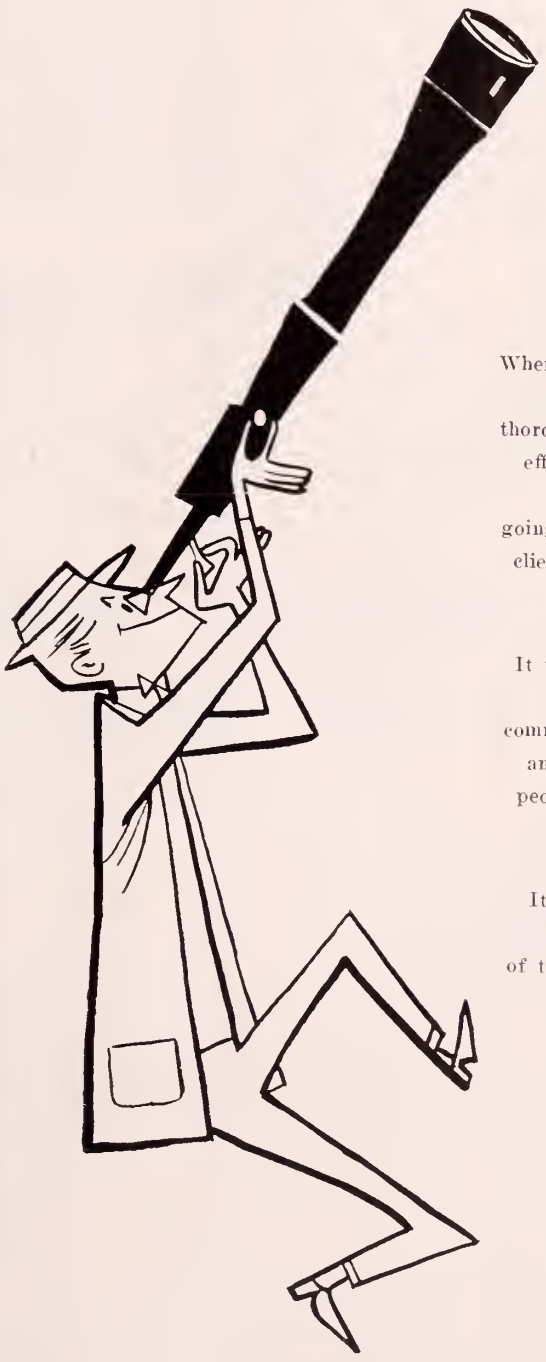
I marvel at the record you have made in less than one year. As a "radio only" operator, I believe you have demonstrated the need of a publication devoted solely to radio.

Robert T. Mason
President
WMRN Marion, O.

We particularly appreciate the special items, such as *Teenagers are Radio's Small Fry*. We use your magazine regularly and wish you continued success.

Ralph J. Judge
President
Radio Time Sales Limited
Montreal, Canada

TAKE A CLOSE LOOK AT WKLO LOUISVILLE



Programs and People That Produce

When you find that happy combination of a station with top ratings and thoroughly documented proof of sales effectiveness—you've found WKLO in Louisville, Kentucky and you are going to make some money for your client when you place your advertising on this station.

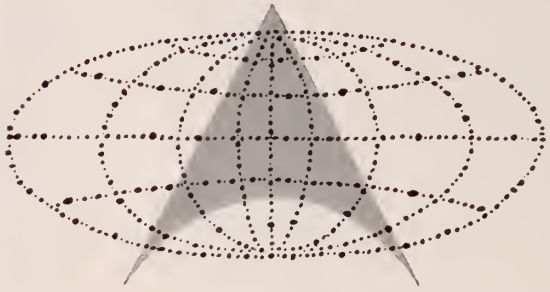
It takes people to sell people. WKLO personalities deliver the advertiser's commercial with conviction, believability and personal persuasion. These are people talking with people . . . not voices speaking at people.

It takes people to sell people—and we've got the right ones in front of the microphones and more than any other station in Louisville at the receivers.

SOLD NATIONALLY BY:
robert e. eastman & co., inc.
NEW YORK, CHICAGO, SAN FRANCISCO

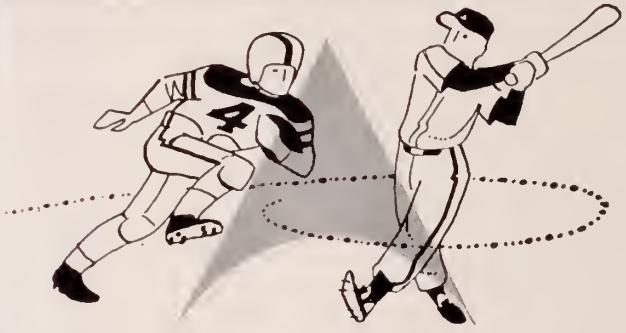
ABC RADIO • DESIGN IT TO FIT • YOUR SELLING PLANS

Sell all around the clock — daytime, nighttime, weekends — in low-cost, high cumulative schedules.



Associate with famous John Daly and his award-winning 125-man news staff and 22 overseas reporters.

Cash in on Don McNeill's Breakfast Club audiences, which make him radio's biggest success story.



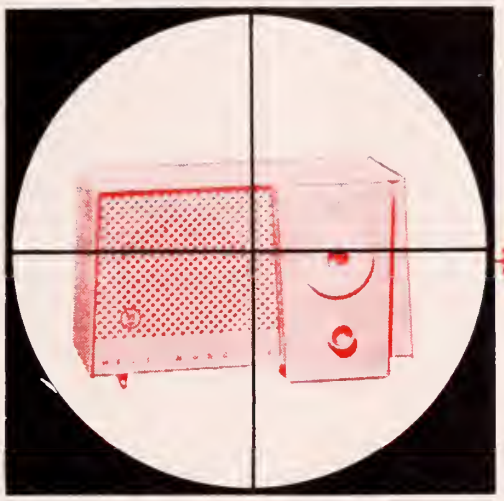
Score with play-by-play audiences and with listeners to exclusive sports interviews by Howard Cosell.

Make network cut-ins more effective with ABC's superior inside coverage of nation's top 200 markets.

Use low-cost ABC radio for full national coverage — "make sure" in areas covered by high-cost media.

There's a place for ABC Radio in every sales planner's profit picture. Use ABC as your major advertising-media buy, or as low-cost protection against lower-than-expected sales from expensive media buys. ABC Radio Network and its strategically located affiliates are ready to fit into your plans for sales success — in a variety of ways — whatever your product.

ABC RADIO NETWORK



Research

New Role for Radio Research

Agencies as well as industry show increasing interest in need for additional data. Cumulative measurements are gaining in agency acceptance

Radio research at times has the excitable attributes of being a public official: At any given moment, it can be damned, praised and analyzed, depending on a person's particular leaning.

There is one thing on which there is unanimity of feeling — that is, there is increasing interest in the application and need for radio measurement. This is true both for the agency and the radio industry itself.

Under fairly ideal conditions, many things are felt lacking in radio research today:

- Out-of-home data.

- Larger samples for quantitative material.
- In-depth qualitative data.
- Extent of auto listening.
- New coverage survey for radio.
- Reliable measurements for smaller markets.

Research firms have been moulding new projects to meet the needs. Among the recent developments are:

- Pulse has started including new product research related to audience composition in its network reports.
- Nielsen is conducting new research into out-of-home listening and is pressing for acceptance of the cumulative concept of audience measurement.
- Hooper reports 40 current orders for its new car listening service.

Questions Asked

The questions often asked are:

Is there enough quantitative research? And if so, is it being properly used? What is really wanted when it comes to qualitative research?

Because of the complex nature of the subject there are no simple answers. Generally, the feeling at agencies is that existing quantitative data covering the "how many" aspects of audience measurement is acceptable.

The subject that really gets kicked around more than a football at an Army-Notre Dame game is the need for qualitative research. Agencies have long asked for the kind of data that will help pinpoint the listening audience in terms of definite sales prospects, in addition to existing quantitative measurements. Much of this centers around analyzing audience composition, breaking it down into sex, age group, annual income range and even marital status.

It can be safely said that at least some of the demands for qualitative research fall into the area of blue sky thinking. This is so if considered only in the light of the cost involved in ferreting out comprehensive data of this type.

Sales Effectiveness

Another area that falls under qualitative data is the desire for sales effectiveness studies which deal with the way a campaign influences listeners and the atmosphere with which it is received.

An important step in the direction of getting more qualitative information has just been taken by the Pulse Inc. In its network reports, it now includes product data such as the number of smokers and non-smokers in the audience.

One thing that radio forces have been pushing for some time has been the use of cumulative audience measurement or the conversion of per broadcast or minute ratings into cumulative totals.

A. C. Nielsen Co. states the case simply. In a study in the New York area, for example, it found that a 2.6 rating per announcement will reach 56.6 percent of the homes in a month (unduplicated cumulative audience).

The concept of using cumulative data has been gaining in acceptance at the agency level. Radio Advertising Bureau has for a long time promoted this concept and has conducted much research showing the build-up in audience.

The significant thing, of course, about the cumulative approach is that it helps measure the way most radio is bought today—either in concentrated saturation spot buys or participation network schedules.

In addition, RAB has performed a series of awareness tests which show the impact of radio. One such study was the promotion in Houston, Tex., of a men's wear store located in California. The test consisted of 20 nighttime announcements in one week over one station. The results showed that 12 per cent—or one out of eight—of the people could identify the California store, which presumably they never heard of before.

An RAB study dealing with the build-up in listeners tried to determine the cumulative audience of 10, 20 and 30 radio announcements in 36 hours using two radio stations (one independent and one affiliate) in a market.

The project showed that using 10 spots, 21.1 percent of the market's families were reached 2.1 times each; 20 spots reached 28.9 percent of the families 2.9 times each, and 30 spots turned up 34.2 percent of the families 3.8 times each.

9 a.m. to 4:30 p.m.

Another RAB study along similar lines determined the cumulative audience between 9 a.m. and 4:30 p.m., comparing the weekly build-up with four-week listening. This is what RAB found out: During the week (Sunday through Saturday), 50.7 percent of all radio homes tune in an average time of listening of four hours and 23 minutes; in four weeks, 75.8 percent of all radio homes tune in with an average time of listening of 13 hours and 33 minutes.

A slightly different version of the cumulative approach employed by RAB was an examination of the total audience of five-minute news

. . . The Cumulative Audience . . . by Frequency

No. of Announcements	Percent of Market Families Reached	How Many Times Each
10	21.1	2.1
20	28.9	2.9
30	34.2	3.8

Source: Radio Advertising Bureau cumulative study showing build-up in audience by frequency in 36 hours using two radio stations in a market (one independent, one affiliate).

. . . By Frequency and Continuity

	No. of Different Homes Reached	Average No. of Broadcasts Per Home	Total Home Impressions Delivered
		ONE ANNOUNCEMENT	
Aver. Week	553,000	1.02	563,000
Four Weeks	1,489,000	1.5	2,251,000
		10 ANNOUNCEMENTS	
Aver. Week	2,879,000	2.1	6,044,000
Four Weeks	5,311,000	4.6	24,176,000
		60 ANNOUNCEMENTS	
Aver. Week	8,364,000	4.7	39,335,000
Four Weeks	14,245,000	11.0	157,339,000

Source: Measurement of specific campaigns on NBC Radio as reported by A. C. Nielsen Co.

broadcasts. The audience of these shows was researched on one station every hour from 6 a.m. to midnight, Monday through Friday.

In one week, 29.9 percent of the families listened 10.5 times each and in four weeks, 51.6 percent of the families tuned in 24.8 times each.

On the local level, too, radio stations have shown considerable enterprise in examining and analyzing their audience.

As part of an on-the-air contest, WBT Charlotte, N. C., asked listeners to write in and state where they were when they heard about the game. The station states it was able to analyze 4,000 returns showing where its listeners are:

In a percentage breakdown, WBT found its listeners are in the kitchen, 29.3 percent; bedroom, 23 percent; automobile, 8.8 percent; living room, 6.5 percent; yard, 5.2 percent; bathroom, 4.6 percent; porch, 4 percent; dining room, 3.4 percent; den, 3.2 percent; at work, 3 percent, and miscellaneous, 9.3 percent.

WBT explains that the latter cate-

(Cont'd on p. 54)

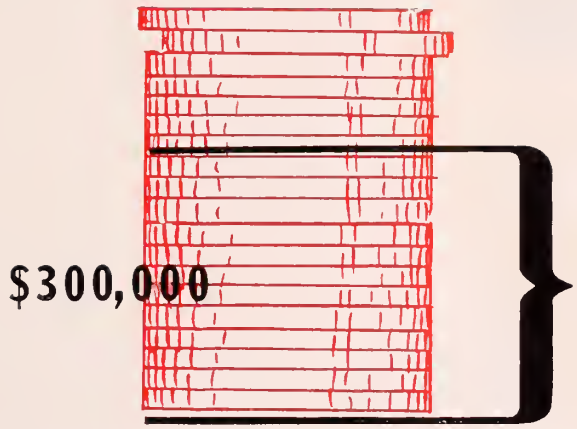
New Blend
New Package
New Medium

Ehlers

New blend—different package—change of principal advertising medium. This is the three-stage rocket launched in the last year by Ehlers coffee to celebrate the product's golden anniversary and to send sales soaring into the stratosphere.

The "Golden Blend," according to Albert Ehlers Jr., president of the New York firm, has been on the market for six months; the modernized package line was completed in all outlets last month, and the new advertising medium—spot radio—has been on the job for a year.

In that time, he says, canned coffee sales have increased by 19 percent, "and 75 percent of that growth we attribute to our radio advertising." The coffee company's assets have grown from $5,000 in 1900 to $3 million last year. Ehlers now



Revamps . . . With a Radio Switch

Sales up 19 percent for regional coffee maker after first year of 11-city spot campaign

spends 60 percent of its advertising budget in radio, according to Bernard Field, account supervisor for Ehlers at Dowd, Redfield & Johnstone Advertising, New York.

"Ehlers has funnelled $300,000 into radio in the year since it has shifted its major advertising emphasis to the medium," he states, "and currently we are spending $4,700 a week in round figures, adding new stations frequently."

This, Mr. Field says, is double what the coffee company was spending in the print media the year before the switch to radio. Newspaper advertising had constituted the backbone of Ehlers' advertising effort ever since the product went on the market with the exception of a brief excursion into television in 1955.

The coffee company — which distributes principally in New England, New York, New Jersey and sections of Pennsylvania and Maryland — channels its entire radio appropriation into sponsorship of five- and 10-minute news and weather programs, which are currently being heard in 11 cities over 12 stations on a 52-week basis. Contracts have been renewed for a second year.

Coverage and Audience

"We felt that we could get better advertising results by switching to radio," Mr. Ehlers explains, "and that morning radio, in particular, would give us the coverage and audience make-up we wanted.

"Ehlers is interested in reaching the relatively alert and informed people who listen to news broadcasts—including, of course, the coffee-buying housewife. We believe that listeners tend to pay attention to this type of program and that their attentiveness probably carries over when the commercial is being delivered."

Another important reason for choosing newscasts, Mr. Ehlers continues, is that being associated with these programs tends, in his opinion, to add stature and dignity to the product image. "We have a good product and we want people to think of Ehlers as a quality coffee. We believe radio is successfully putting this image across."

Ehlers, which ranks fourth in point of sales in the New York market and second in Albany and several other smaller markets, according to Mr. Ehlers, has risen from fifth place in New York since last year. The company anticipates further

sales jumps as the result of its new blend of Colombian coffees. "The taste of the public is swinging over to richer flavoring," Mr. Ehlers says, "in keeping with the trend toward luxury living, and this is definitely a fuller flavored coffee."

Until very recently, the Colombian blend had been packaged in the old cans which were standardized, except for labels distinguishing the three grinds—regular, drip and Silex-type.

Campaign Launched

Now that the changeover to the newly designed cans has been completed at all distribution points, Ehlers has launched a radio campaign (as of September 1) promoting the Colombian blend.

For the last two weeks in August, all commercial time was employed to introduce the twin cans—red and gold, and blue and gold. In addition to making use of two can types instead of one, the company's new packaging introduced a second innovation made possible by the improved blend: The regular and drip grinds are now contained in a single can (the blue and gold), while the Silex-type grind appears in the other.

This simplification — along with the rest of the Colombian coffee story — is presently being told for Ehlers by Xavier Cugat, who, the company believes, is almost synonymous with Latin America in the public mind.

"This is the first time Ehlers has used a testimonial on radio," Mr. Field reveals. "We have previously relied on the newscasters to do our selling job, taking advantage of their authoritativeness and local following.

"We decided Mr. Cugat—who believe it or not had been drinking Ehlers long before we engaged him —would be the right person to kick off our new blend and package campaign."

The Cugat commercials will run for a 13-week cycle and also feature Bill Nimmo, who does a straight selling job after an introduction by the orchestra leader.

'Sincere Sell'

Ehlers' radio approach is characterized by the company's president as "sincere sell. We don't like the terms hard and soft sell, and we try just to tell our story in a straightforward manner. We're not high pressure, but we're not too subtle in our approach, either," Mr. Ehlers comments.

"We don't claim to be motivation experts and we believe there is entirely too much ballyhoo and too many gimmicks in commercials today. A lot of Madison Avenue jargon is being tossed around that doesn't mean much to us.

John C. Dowd, president of the agency

Albert Ehlers Jr., president of Ehlers

Bernard Field, DRJ account supervisor

"We don't use jingles and we don't try to startle. We think the public may find a straight selling job refreshing at this point."

Mr. Elhers points to this one-minute spot written for WSKN Saugerties, N. Y., and delivered by Bill Nimmo as an example of this "straight selling":

Hi, This is Bill Nimmo. You know, we're practically next door neighbors. I've got some acreage over in Ancramdale. And when I'm in New York, I sure miss the beauty of these parts. But one thing I make it a point never to miss, whether I'm here or in New York, is that rich, robust taste of Ehlers marvelous New Golden Blend coffee. Take it from me friends, for the most exciting coffee flavor you ever enjoyed...sound your "A" for Ehlers New Golden Blend—now at your store in the beautiful new Ehlers package. The Blue can marked "Regular or Drip Grind" is the one to buy for either Percolator or Dripolator use. The Red can is for Silex-type coffee makers. Start to enjoy the luxury of Ehlers New Golden Blend made with richer, costlier Colombian coffees. Remember, neighbors...only the flavor is extravagant!

Most of the coffee company's advertising is devoted to the canned coffee and to its regular instant coffee. However, Ehlers also makes an instant espresso—and sells tea, kidney beans and spices as well, which are not advertised except by in-store displays.

Ehlers coffee is sold for the most part by chain stores and supermarkets. "One of the biggest marketing problems we — or any other major coffee company — have is competition from private label coffees," says Mr. Field. "These are coffees packaged and sold by the chain stores, generally lower in price and which are, of course, promoted by the stores over the other brands."

Another Problem

Mr. Ehlers points to another marketing problem—getting the stores to stock enough of his brand so that it doesn't run out. "With so many new products of all kinds on the market, most stores don't have enough shelf space and they run out of brands before they place their next order," he says.

The company and the agency are working on both these problems. Plans are being formulated to initiate wherever possible merchandising tie-ins and promotions growing out of its radio advertising. Until now, most merchandising has been confined to standard mailings from stations.

"We haven't encouraged promotions because we wanted to complete distribution of the new cans," Mr. Field says. "There didn't seem to be much point in promoting a blend and a package we were about to abandon."

Company and agency executives are now in the process of visiting the stations to work out suitable merchandising.

Stations carrying Ehlers' advertising at the present time are: WCAX Burlington, Vt.; WSPR Springfield, Mass.; WELI New Haven, Conn.; WICC Bridgeport, Conn.; WTIC Hartford, Conn.; WCBS and WRCA New York; WWBZ Vineland, N. J.; WMVB Millville, N. J.; WSKN Saugerties, N. Y.; WGY Schenectady, N. Y., and WAMP Pittsburgh, Pa.

All outlets broadcast between three and six newscasts a week for Ehlers, with the exception of WAMP, which due to a distribution situation, airs 25 ID's instead for the instant regular coffee. Commercials on the other stations promote both the canned and the instant coffee.

Regional Firm

Ehlers is one of many regional coffee firms in the U. S.; in fact, there are only two that distribute nationally (Chase & Sanborn and Maxwell House), according to the agency. While coffee-making is a regional business in this country, coffee-drinking is a national habit. More than 135 billion cups of coffee were consumed last year in the U. S., according to the Pan American Coffee Bureau, New York. This represents a 10 billion cup increase over 1956. The average coffee drinking adult consumes between three and 10 cups of coffee per day and the U. S. imports 20.8 million bags a year to supply him.

The Ehlers family — which has been in the coffee business since 1893 —began as bulk importers, the firm originating with Charles Ehlers, grandfather of Albert Ehlers Jr., and his brother, Edwin, who is presently the executive vice president. In 1908, Ehlers Grade A label was introduced to the public—the grandfather of the Golden Blend which is making its debut just 50 years later. • • •

The

Representatives differ in plans for more effective rate cards. Many are changing to emphasize round-the-clock purchases.

The problem of how to write a rate card—always one of the radio industry's biggest headaches—is currently causing more than the usual number of furrowed brows in the offices of many representative firms.

While there seems to be general agreement on the need for structural changes in rate cards, there is a wide range of opinion on what these changes should be. Two basic philosophies form the core of much representative thinking on the subject: On the one hand, there is the theory that rate cards should be simplified for the benefit of the timebuyer and in the interest of bookkeeping economy; on the other hand, there is the belief that the rate card should be a tool for selling instead of a tool for buying and that simplicity is not necessarily a virtue in selling.

Those who favor simplicity argue that bulky and complicated cards make it difficult for a prospective client to determine just how much a campaign will cost. As a result, radio is hurting itself by making the medium cumbersome to buy. Additionally, these spokesmen say, a great deal of money and time is wasted on both the station and agency levels in unraveling the skein of billing specifics woven by the complicated rate structure.

Those who do not emphasize simplicity point out that a rate card's effectiveness is measured by whether it distinguishes its stations from

Rate Card Riddle

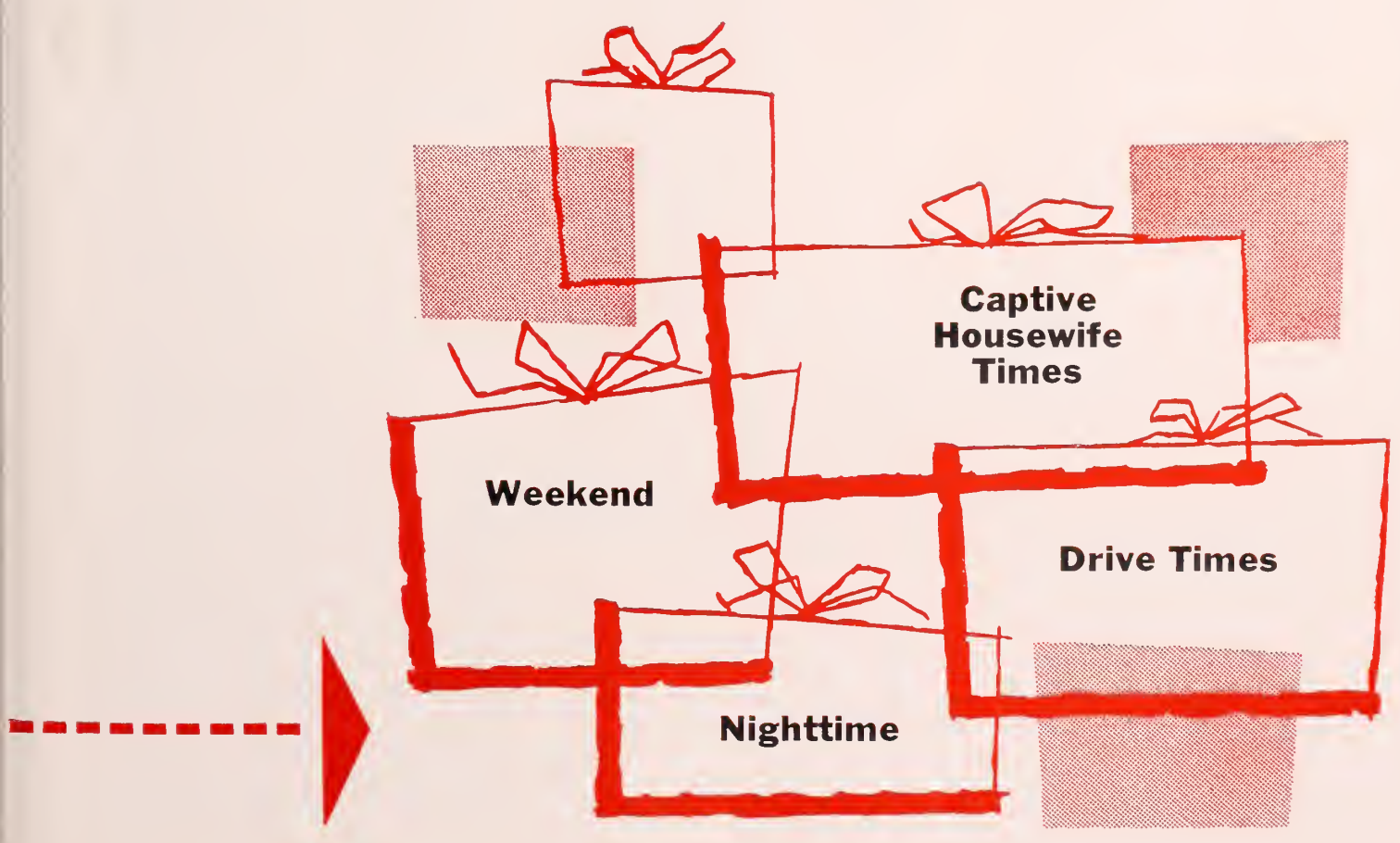
competitors and whether it sells the station's audience composition to the agency and client. Robert E. Eastman, president, Robert E. Eastman Inc., New York, supports this view: "The belief in the importance of simplicity in rate cards is purely philosophical. The proponents of this school of thought think the card should be a tool to buy from. In my opinion, it should be a tool to sell from with the representative salesman acting as interpreter. Our new package plans will mean a lot, we think, to the client and the account executive who think in broad terms of audience reached."

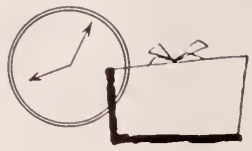
Effective August 1 at WIL St. Louis and WRIT Milwaukee and soon to be adapted to other represented stations, Mr. Eastman's plan calls for 14 "sales builders" or packages, each labeled according to the audience reached, programs involved or times of the day or week. No time in the broadcast week is without a covering plan.

Mr. Eastman has abolished A, B and C times on the straight rate card, substituting the following categories: "captive housewife times," "drive times," "weekend," "nighttime" and "all other times." He has intended this to spotlight audience composition, writing rates to fit the advertiser's frame of reference, he explains.

The chief innovation represented by his 14 plans, according to Mr. Eastman, is "new packaging for the product. These labels are the wrappings around radio, and just as other businesses use their packages as selling points, so should we.

"It sticks in the mind of the client or account executive when he hears that the timebuyer has purchased the family plan on WIL, for example, instead of a 12 plan—which sounds just like every other radio station."





Mr. Eastman believes that his new packages will lend themselves to advertising by the stations and to various station promotions. In addition, he thinks, advertisers will be able to use them as talking points with distributors to induce cooperation in in-store displays and other merchandising efforts.

There are other representatives who hold a somewhat different view, however, believing that rate cards can best serve the agency, the station and the client with less showmanship and more simplicity. Richard O'Connell, president, Richard O'Connell Inc., New York, is one representative who has long been interested in rate card revision: "If radio is easy to buy, it will be easy to sell," he says.

Mr. O'Connell advocates, in particular, the abolition of discounts for continuous buying on a given station. He would eliminate the bookkeeping headaches and expense involved in figuring rebates and short rates by the flat rate of all time segments. In addition, he would have figures in round numbers to make it easier for the representatvie salesman or timebuyer to compute costs.

Representatives argue that if a station is competitively priced on its frequency discounts, it is unnecessary to give a discount for continuity.

Frank Boehm, vice president in charge of promotion, Adam Young Inc., New York, reports that his firm is in the process of revamping its cards and that the new cards will "eliminate continuity discounts because these discounts are too complicated from a bookkeeping standpoint." The reason these discounts are no longer necessary, in Mr. Boehm's opinion, is that "clients are now using radio on a saturation basis and realize that to use the medium effectively they must run on a continuing basis. Discounts now should be given on the basis of spots used per week to keep pace with current buying trends."

Adam Young's new cards, Mr. Boehm says, will also incorporate a new package whereby advertisers buying class A time may run one third of their announcements in Class AA time (driving times) without additional charge. This is designed to encourage clients to spread their schedules, he says.

Also instituting a plan with the same aim is John Blair & Co., New York, whose executive vice president, Art McCoy, says:

"We are after the big advertising dollars where radio is used as the basic medium. To do this, an advertiser must reach all of radio's changing audience. People listen in the nighttime hours who don't turn a set on all day and these listeners buy just as many products as their daytime counterparts."

Blair's new plan "Satureach" is designed, Mr. McCoy says, to enable the advertiser to reach all listening audiences during the day or week. The day is divided into six time periods: 6 to 9 a.m.; 9 to 12 noon; 12 to 4 p.m.; 4 to 7 p.m.; 7 to 11 p.m., and 11 p.m. to 6 a.m. or sign-off time. An advertiser buys three or more announcements in each of these time slots per week, thus spanning the entire broadcast day and taking ad-

Radio: All Day Through

The primary motive behind the changes in rate cards is to switch emphasis from a concentration in a given time period to an extension of time purchases throughout the day and week. Two examples of plans recently evolved are the Eastman "Sales Builder" packages and Blair's "Satureach."

The Eastman plans offer 11 packages including: A Captive Housewife Plan (9 a.m. to 4 p.m., Monday through Friday); a Driving Times Special (6 to 9 a.m. and 4 to 7 p.m., Monday through Saturday); a Personality Package (sales messages seven days a week for each of five station personalities); a Wonderful Weekend Plan (Saturday 9 a.m. to 1 p.m. and 7 to 10 p.m., Sunday 10 a.m. to 6 p.m.).

Also, a Family Plan (21 one-minute sales messages per week distributed throughout the broadcast day); a Nighttime Special (two sales messages per night, seven nights a week or one announcement nightly, 7 to 10 p.m. or 10 p.m. to midnight); a Day-Night Circulation Extender (9 a.m. to 4 p.m. and 7 to 10 p.m. Monday through Friday); a Budget Plan (10 p.m. to midnight Monday through Saturday—6 to 10 a.m. and 6 p.m. to midnight Sunday); a Swing-Shift Value (midnight to 6 a.m.); a Rain or Shine Weather Paekage (6 a.m. to 8 p.m. Monday through Friday—8 a.m. to 8 p.m. Saturday—9 a.m. to 8 p.m. Sunday).

Plus a Drive Carefully Package (safety, traffic and road conditions, 6 to 9 a.m. and 4 to 7 p.m. Monday through Friday—8 a.m. to 8 p.m. Saturday—9 a.m. to 9 p.m. Sunday); a Newseast Package (five-minute news at 15 past the hour and 15 before the hour—one minute and 20 seconds of commercial time—various times throughout day), and a Scoreboard Package (during baseball season, latest up-to-the-minute-scores).

The Blair Satureach Plan divides the day into six time periods: 6 to 9 a.m.; 9 a.m. to noon; noon to 4 p.m.; 4 to 7 p.m.; 7 to 11 p.m., and 11 p.m. to 6 a.m. or signoff time. If an advertiser buys three or more announcements per week in each of these time periods, according to Blair, he can take advantage of the audience turnover factor.

vantage of the turnover of radio audience.

Mr. Eastman's "sales builders" are also designed to encourage advertisers to spread their buys throughout the day by making it financially expedient to mix the various packages. For example, if an advertiser wishes to purchase 24 spots per week he may split them among several plans—perhaps six during the captive housewife period, 12 during driving times and six over the weekend—and still retain the 24-time rate on each plan he buys.

The importance of convincing the advertiser and agency to use all time segments and reach radio's mass audiences is partially due, in Mr. McCoy's opinion, to "the excellent job salesmen have done in selling saturation. They did such a good job, in fact, that agency people would demand frequency above other considerations. When confronted with a limited budget," Mr. McCoy says, "they would buy a smaller station to get spot volume.

Cover All Stations

"We think Satureach will tell the other side of the story—the need to cover all a station's listeners throughout the day and to reach as many persons as possible with a given station.

"Radio had exceptionally good years in 1956 and 1957," Mr. McCoy points out, "and when a buyer asked for a time most stations were happy to give it to him. Driving times became popular and stations just raised their rates for those periods.

"Now the era of hard sell is upon us," Mr. McCoy declares, "and we are going to have to do more than just give the buyer what he wants. We are going to have to educate him about the medium and all its advantages throughout the day."

The rate card, Mr. McCoy believes, can help do this job just as it has been doing since saturation plans were introduced to combat tv competition.

Package plans were initiated to induce the advertiser to buy frequency, the only buying method enabling radio to live up to its full potential as a medium, he says.

Mr. Eastman agrees that package plans have lent great impetus to the spot radio business in the approximately five years since they have been in common usage because they allow the advertiser to buy the medium more efficiently. During this time, plans have evolved from 6's, 12's and 24's to frequencies commonly running as high as 60, 72, 84 and 96. Another development has been to increase the number of commercials from minute announcements to include 30's, 20's and ID's.

Back in the pre-television era an advertiser could buy one announcement on the Jack Benny program and reach 34 percent of America, another representative points out. After tv, the advertiser's thinking had to be revised in keeping with the new character of radio. In addition to promoting frequency, package plans were designed to attract business to a particular station, this spokesman says.

Cutthroat Competition

"When the number of radio stations jumped from 800 to 3,200," he states, "competition became cutthroat. Stations and representatives began to use packages to lure advertisers and timebuyers into their own corner. They began to pile package upon package always seeking to top the competition with a slightly different and cheaper version.

"What has happened, as a result, is such a confusing jumble that agency people are beginning to rebel. They are begging for more uniformity and simplicity. They want, in particular, to have time period classifications standardized and to have fewer rate differentials for these same time periods."

This executive states that since circulation figures are different for different times of the day, it would be impractical to charge a single rate, "although this would be ideal."

Mr. McCoy would also like to see a single rate, but would settle for "five or six" frequency rates in each time category.

Daniel Denenholz, vice president in charge of research and promotion, Katz Agency, New York, feels that package plans as generally set up today "fit the current trend of timebuying practices because the advertiser doesn't want to buy the same time every day. He wants to reach the different audiences that tune in and out, and packages make it easier and cheaper for him to spread his buys throughout the day."

Mr. Denenholz does not feel that it matters what terminology is employed in classifying these times "because it's the same time by any name."

An executive of another New York representative firm believes that neither time classifications nor their rates can or should be standardized since "the situations differ from market to market. In some cities, for example, driving times are longer than in other towns and draw larger listening audiences than in cities of similar size where commuting habits may involve greater use of public transportation facilities. As a result, both rates and classifications must vary according to individual conditions."

While the exact formula for rate changes differs, representatives are showing increased interest in altering plans to meet what each feels are the needs of the advertiser and advertising agency. • • •

Going Up: Radio Rates

According to the Katz Agency, daytime radio rates have increased 3.2 percent in 1958 over 1957, compared with a 1.8 increase in 1957 over 1956. These figures are based on Katz represented stations and on schedules of 12 one-minute announcements for 13 weeks. One-time rates were not used because Katz felt they were "unrealistic."

Here are the results for the past two years (as of January 1 of each year):

	Percent Increase Over Previous Year	
	DAYTIME	NIGHTTIME
1957 over 1956	+1.8%	−5.2%
1958 over 1957	+3.2	−0.5

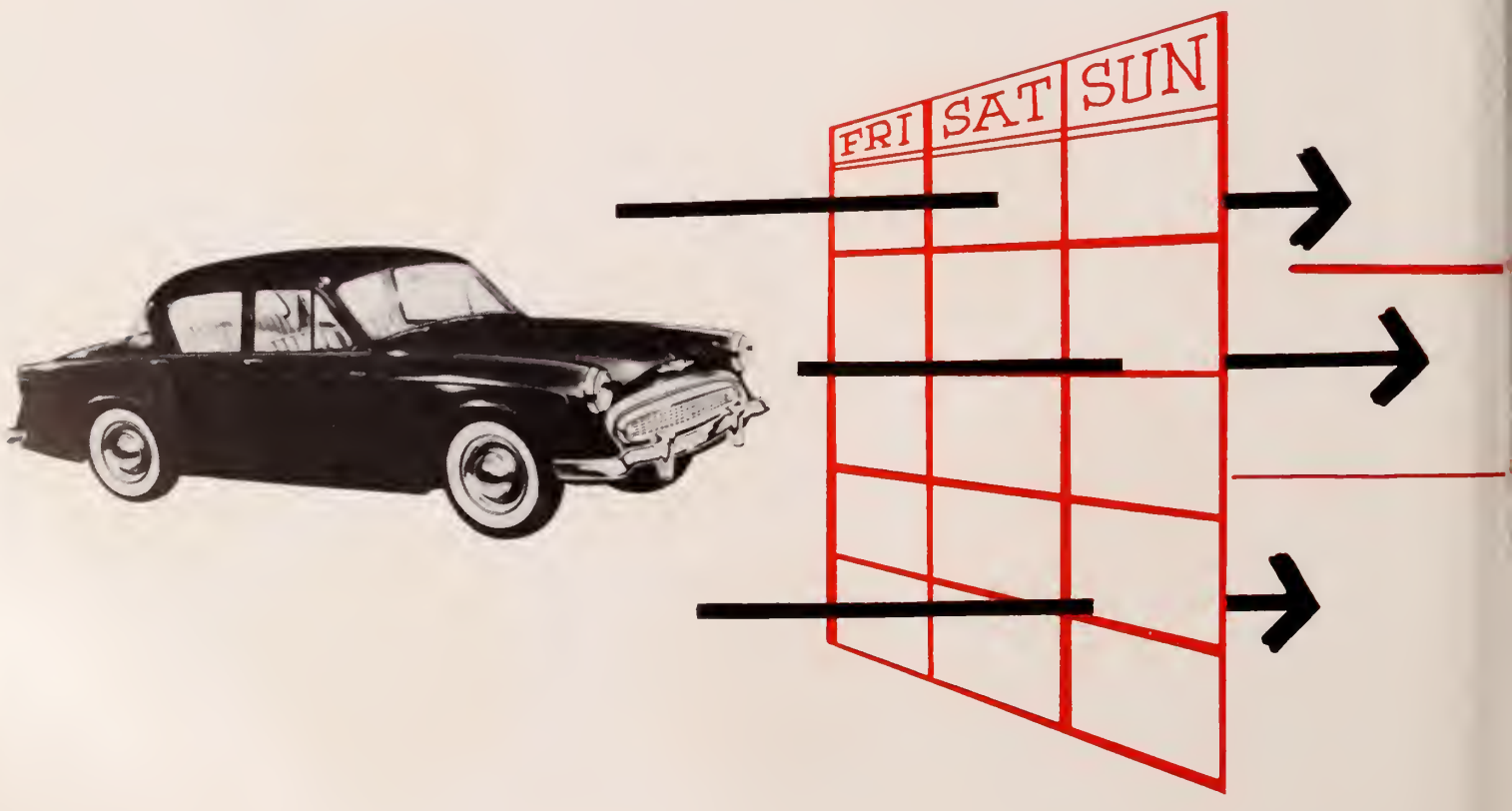
Hillman's Weekend

"This is David Williams, president of Erwin Wasey, Ruthrauff & Ryan Inc., advertising agency for Rootes Motors. We know you will all welcome the fact that Hillman is going to 'take to the air' in July. Not with a new jet plane, to be sure, but with a series of radio messages directed to *your primary prospects* in *your market*. . . ."

With this recorded message, sent out to nearly 175 of Rootes' 650 U. S. dealers and containing samples of its new electro-transcriptions, Hillman took its biggest plunge into radio since the car's introduction into the U. S. market a decade ago.

Nearly 15 percent of the British auto firm's all-media ad budget for the six-month period starting July 1 was to be spent in four summer weekends. The campaign called for saturation spot announcements in seven major markets. Hillman would average from 15 to 35 announcements a weekend on three stations in New York, two in Boston, two in Philadelphia, two in Washington, two in Chicago, three in San Francisco and seven in Los Angeles.

"Play these messages to your organization," Mr. Williams urged the dealers. "Listen to them on the air and, if possible, supplement them with your own local campaigns." They had only to fill out an enclosed order blank, he said, and the agency would send the transcriptions to "start your own memorable campaign on one or more of your local radio stations. When you supple-



Drive

Sporadic radio user in past, English firm finds results with four weekends of saturation spot

ment Rootes' national campaign with your own local advertising you will derive the utmost value from it. We urge you to tie in!"

Why did the agency have to sell the dealers on using radio to sell Hillmans? "A basic reason," says J. T. Panks, managing director of Rootes Motors Inc. in the U. S., "is that dealers are accustomed to seeing their ads in print. After all, we were not very well known in the U. S. until about a year ago and we felt paper media would visually present our product.

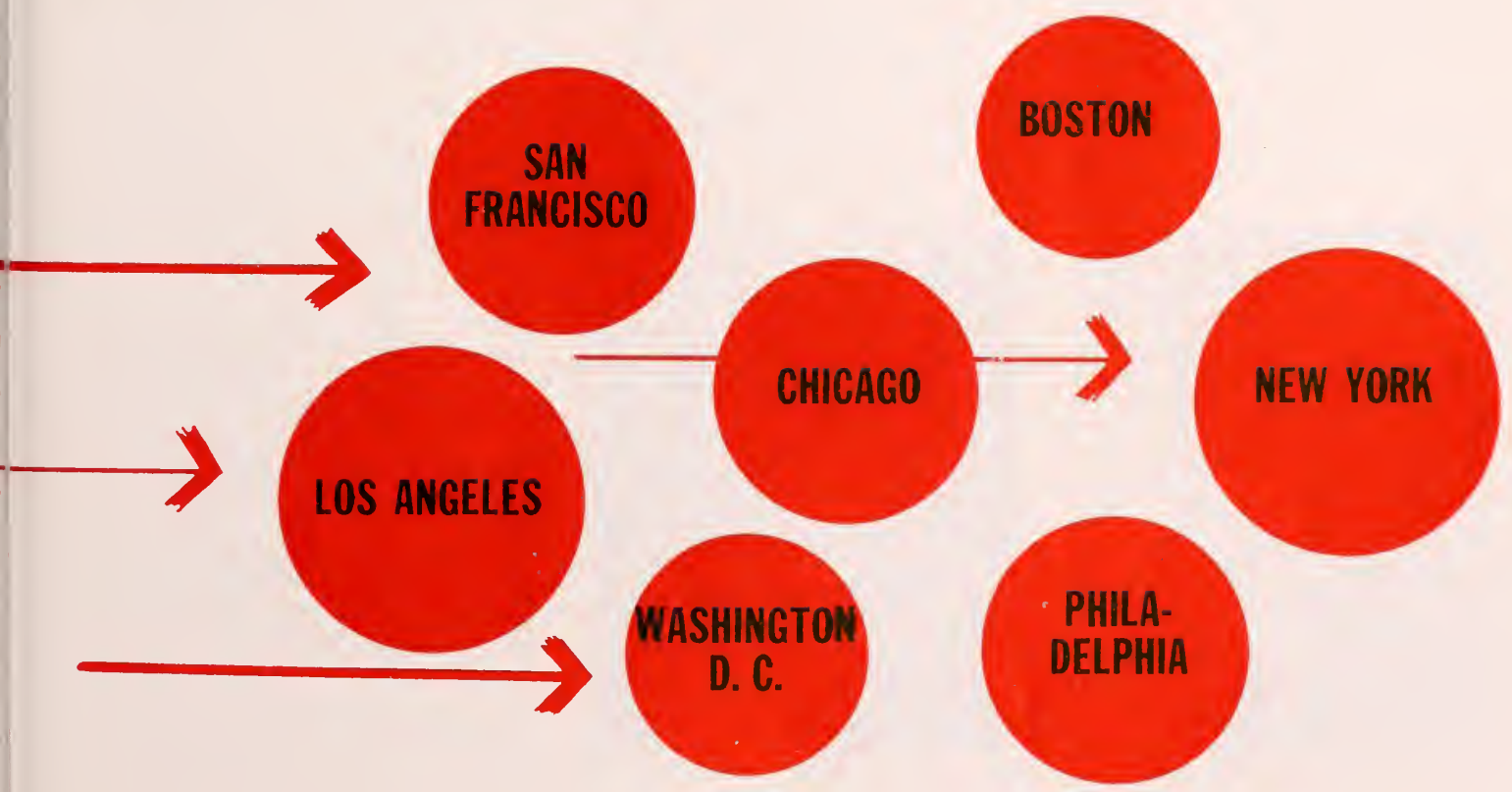
"Our dealers are now strong enough to initiate their own local advertising and promotional activities, and national radio gives them an excellent base to build upon. Naturally," Mr. Panks adds, "we knew we could reach more prospects at a lower cost during July and August when people spend more time out of doors and in their cars—listening to portable and car radios."

Spot radio had been used sporadically by Hillman in various markets throughout the country to stimulate sales, according to Mr. Panks. "We were impressed by radio's relatively low cost. We found out in scattered markets from Boston to Wichita to Los Angeles that you can do quite a bit of selling with little money.

"And early results of our big summer weekend saturation indicate that we again are doing quite a bit of selling." Mr. Panks reports that Hillman sales should reach an all-time high of 22,500 in this country for 1958 and that the figure could be 25 percent higher if more cars were available (Rootes supplies dealers in 152 markets around the world). About 13,500 Hillmans were sold here in 1957 and only 4,300 in 1956.

Dealer enthusiasm for the radio campaign is also running high, Mr. Pranks notes. In the major cities, dealers tied in with the saturation individually and in pairs. "Reports from Rootes field men, who made a special point of checking dealers on results of the campaign, show that there has been a definite rise in floor traffic attributable to the saturation. And the off-beat, humorous approach of the messages," he adds, "has caused very favorable comment from prospects."

There are other reasons for Hillman's large buy in the sound me-



dium, reports John Lowden, Rootes account executive at EWR&R. "For one thing," he reveals, "Sir William Rootes, chairman of the board of the parent company, is very much in favor of radio through results of its use in England. Also, he has been impressed during his many visits here with the extensive use of radio advertising by other automobile companies and by having seen first hand the success that a limited use of radio had brought to Rootes.

"The timing of this summer saturation was also important," Mr. Lowden declares. In the past year or so, he points out, imported cars have suddenly caught on in this country. Also, there is a feeling among some in the industry that 1959 will be a buyer's market. "For these reasons, we are bending every effort now to establish Hillman's quality and name in the minds of the public."

Is it worth using radio to sell a foreign car? Yes, say the EWR&R media people, discounting a Ford vice president's recent description of foreign car customers as a small, stereotyped group. Benson Ford had described them as "largely in the middle and upper income group . . . generally college educated . . . unwilling for reasons of prestige to buy a used car . . . keeping up with the Joneses." EWR&R executives call this "a generalization that is no longer valid."

Not a Status Symbol

"A car used to be a status symbol," says Mr. Lowden, "and therefore the community leader wanted a car that reflected his place in the community. But nowadays people are spending more and more on luxuries—vacations, boats, do-it-yourself outfits in the basement—and they are not so interested in paying a large amount for a car.

"Trite as it sounds, we're interested in everyone. Everyone is a prospect, from the $3,500-a-year man to the $100,000-a-year man. And everyone listens to radio, that's the thing!"

In his transcribed message to the dealers, agency President Williams had explained this thesis, declaring that the July to August spot radio campaign "will be directed to the weekend listening audience, an audience with radio sets tuned in to key stations, outdoors as well as indoors. Now, these listeners are going to be unusually conscious of any message involving automobiles because automobiles play a great part in their lives, particularly in the summer. And we are sure they'll 'sit up and take notice' when they hear such unusual commercials as this:

"SOUND: APPLAUSE
FIRST MAN: (Enthusiastically) Great going, Bill Carr. By answering that question correctly you became the first man on tv entitled to 200 billion dollars. Now, here's your choice. You can take the 200 billion dollars cash or this brand-new British-built Hillman car.
SOUND: Man's footsteps. Door of car opening, closing, car starting and driving off to thunderous applause."

"At the outset of this campaign we were faced with a dilemma," states Doug MacNamee, vice president and radio-tv copy creative director at EWR&R. "In the shortest possible time (10 to 30 seconds) we had to give the complete Hillman image."

The messages, he explains, had to have a British flavor and be arresting—and still have every word crystal clear. This precluded a jingle. There also had to be "that certain aura" that goes with buying a foreign car—giving the customer a feeling of some discrimination and good taste without the old "snob appeal." But he also had to be told that it was an economical, sound investment.

"In other words," says Mr. MacNamee, "we had to shoot upwards as well as downwards—downwards

David B. Williams, president of EWR&R

J. T. Panks, managing dir., Rootes Motors

Commercials for Hillman's summer weekend saturation campaign are reviewed by EWR&R's Hillman account group. They are (left to right) Preston Selvage, asst. account exec.; B. W. Matthews, v.p. and account supervisor; John Farris, radio-tv copy group head; Douglas MacNamee, v.p. and radio-tv copy chief, and John Lowden, account exec. They agreed that the more variety, the more effective the announcements would be.

in the sense that it's a car that even with air conditioning sells for only a little over $2,000. And upwards in the sense that people who can afford the highest price car should buy it."

Mr. MacNamee and copywriter John Farris drew up three rules for the commercials:

- The approach must clearly mark the car as British.
- They must be semi-humorous to give them some real flavor and memorability.
- They must stress economy.

An example is this 20-second spot:

ENGLISHMAN: What makes Hillman <u>your</u> first choice amongst imported cars?
AMERICAN: It gives you more car for your dollar!
ENGLISHMAN: Right-o! Rated number one in England, too.
AMERICAN: Plenty of room inside—and a big trunk!
ENGLISHMAN: Trunk? Oh, of course, the boot. Splendid power unit, too . . . A wizard saloon!
AMERICAN: Saloon? Oh yes, the Hillman <u>sedan is</u> beautifully styled. See your Hillman Sunbeam dealer today.

"This commercial was designed for the listener who, because of the time that he heard it, would have transportation on his mind. We knew that the listener, no matter whether on the beach, on a picnic or in the house had used transportation to get to this listening post," Mr. MacNamee points out.

Variety Approach

Another concept followed by the writing team was that the more variety in commercials the more effective the campaign. "Generally speaking," he says, "on a low budget you usually take one approach and hammer it home. We tried for variety in order to continue to intrigue the same listeners."

Seven different ET's went out to the 21 stations employed: WNEW, WOR and WPAT in the New York area; WBBM and WJJD Chicago; WCOP and WBZ-WBZA in the Boston area; WCAU and WPEN Philadelphia; WWDC and WRC Washington; KABC, KPOL, KDAY, KPOP, KFWB, KFOX and KGIL in the Los Angeles area, and KSFO, KNBC and KYA San Francisco.

"Only with radio would this have been possible. We received the value of repetition in saturation radio without the monotony of the same message repeated verbatim. The production costs of a variety of approaches in any other medium would have been forbidding."

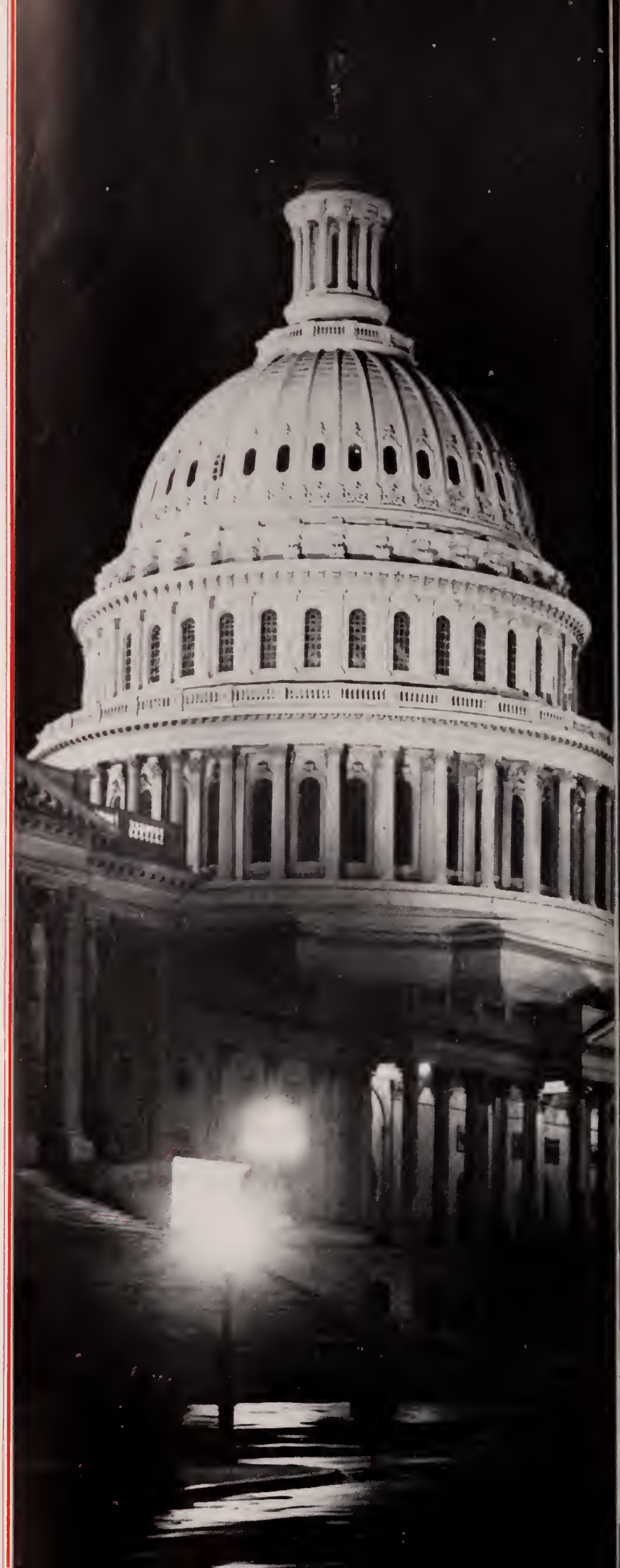
At the present time, Rootes is selling five Hillman and two Sunbeam models in this country: Hillman Minx sedan and convertible; Hillman Estate four door station wagon; Hillman Special four door sedan, and Hillman Husky two door station wagon; and Sunbeam Rapier hardtop and convertible "family sports cars."

Hillman, not among the five top selling imported cars in 1956, moved up to fifth position in 1957 and so far this year ranks fourth behind Volkswagen, Renault and the English-built Ford (estimates from *Automotive News*). And although the switch to foreign cars still represents a very small bandwagon—it accounts for about 8 percent of the total market as compared to less than 3.5 percent in 1957—Hillman intends to remain on it.

"There never had been any really intensive use of radio spots before," reflects EWR&R's Mr. Lowden. "But with the excellent sales results that are indicated from the campaign, the rise in popularity of the Hillman and the concomitant rise in the advertising budget — spot radio has certainly become a primary Rootes' medium." • • •

How Radio Fared in The 85th

Little final action taken on 80 bills and resolutions introduced in past session



The second session of the 85th Congress has adjourned. For the broadcasting industry it has been a colorful—if not entirely productive—session. Pieces of legislation bearing on broadcasting were numerous. Hearings were lengthy and the time devoted to them by both government and industry added up to a staggering number of man hours.

In the final surge of activity that characterizes Congress when it is straining to close up shop, major bills on such immediate matters as federal aid to education, foreign aid and social security relegated broadcast legislation to a back seat . . . thus preserving the status quo.

The chief areas of interest in broadcasting in Congress were reflected in the legislation authored by members of the House and Senate. An approximate total of 80 bills and resolutions on broadcast matters or subjects related to broadcasting were written in the past session by 49 representatives and 16 senators.

Twenty-four of them were anti-pay-tv . . . 20 in the House; four in the Senate.

Twenty of them were bills advancing recommendations for ethical codes for members of the legislative and executive branches of the government . . . 13 in the House; seven in the Senate.

Nine of them were excise tax repeal bills . . . seven in the House; two in the Senate.

Eight of them were on sports antitrust legislation . . . seven in the House; one in the Senate.

ASCAP vs. BMI

In addition to these bills, there was one other major matter of broadcast importance that occurred the past session. This was the ASCAP-BMI hearings which were the outcome of legislation introduced in the previous session by Senator George Smathers (D-Fla.) making it unlawful for broadcasters to engage in the music publishing, licensing and recording business.

The Senate Commerce Committee also paid some attention to the advisability of giving the FCC regulatory power over networks, a course of action recommended by Senator John W. Bricker (R-O.) in a bill he wrote four years ago.

Although no new legislation was introduced in the past session to ban the advertising of alcoholic beverages in interstate commerce, the issue is still alive on the Hill. The "drys" of the nation continue to crusade for the passage of such legislation which would—among other things—remove all beer and wine advertising from radio sponsorship.

In the last session, 169 petitions related to broadcasting were on record. Of that total, 154 urged the enactment of anti-alcoholic beverage legislation.

No New Information

The Senate Commerce Committee heard more pros and cons on the alcoholic beverage issue in April, but it's significant that the House did not hold hearings presumably because it felt no new information would be forthcoming.

Actually, the key to how well the broadcasting industry fared in the second session of the 85th Congress can be found in terms of what didn't happen rather than what did.

ASCAP members did not succeed in convincing a Senate Commerce Communications Subcommittee that BMI was bent on wrecking the society by excluding ASCAP music from the air.

Pay tv—which could have spelled the end of free broadcasting in radio as well as in television—did not get a congressional green light.

Professional sports did not gain exemption from the antitrust laws—which, if they had, would have seriously limited radio coverage of pro games.

A proposal to place networks under the direct regulation of the FCC did not get past the doors of the Senate Commerce Committee hearing room.

For broadcasters, these were all plus developments in a controversial and highly scrutinized industry that has learned the hard way to hold its own on Capitol Hill.

The only piece of pertinent legislation to run the hazardous gamut of House passage, Senate passage and a final Presidential signature was a "freedom of information" bill authored by Representative John Moss (D-Calif.). It was passed by the House in April, by the Senate late in the session and signed by the President in mid-August.

The bill amended the 169-year-old "housekeeping statute" and is a definite shot in the arm for the cause of the people's right to know. The bill, subject of lengthy hearings by a Moss subcommittee, prohibits the executive branch of the government from withholding information to the public. Its passage serves as a stoplight to government censorship in many areas of public information.

By far the most dramatic and headline making hearing in the past session of Congress was in the Caucus Room of the Old House Office Building. The House Legislative Oversight Subcommittee held forth almost daily on the general subject of whether or not federal regulatory agencies were administering the law as Congress intended.

The Subcommittee, however, did not close its books with adjournment. In the last weeks of the session the House voted an additional $60,000 to continue the probe.

FCC Hearings

Until Sherman Adams' vicuna coat became a topic of national interest, the subcommittee, chairmanned by Representative Oren Harris (D-Ark.) who is also chairman of the parent House Commerce Committee, devoted its time almost exclusively to the Federal Communications Commission and alleged misconduct of its commissioners.

It was a messy business bogged down frequently in name calling, accusations and inter-committee wrangling. Representative Morgan Moulder (D-Mo.), original subcommittee chairman, soon despaired of running an orderly investigation and quit. Bernard Schwartz, chief counsel and mastermind of the investigation, was fired.

The FCC appeared and reappeared before the subcommittee and one commissioner—Richard A. Mack—"resigned" in early March after lengthy testimony before a subcommittee not satisfied with his answers.

The outcome of the FCC's Caucus Room ordeal was a flood of proposed legislation to immunize the agency from pressure tactics from outside and inside government and to set up

a code of ethics which would govern the actions and conduct of commissioners.

The subcommittee late in the session drafted a bill directing the FCC to adopt a code of ethics within six months. The bill, originally introduced by Chairman Harris, also (1) gives the President specific power to fire a commissioner "for neglect of duty or malfeasance in office but for no other reason" (2) forbids commissioners to accept "honorariums" and (3) directs that all parties concerned in cases of adjudication before the FCC be advised on all communications and that these be made a matter of public record.

But Mr. Harris stalled too long in reporting the legislation out of committee. No code of ethics bill passed the 85th Congress.

What might be considered a negative victory for opponents of pay-tv came late in July when the FCC at the behest of both the House and Senate announced that it had no plans to do anything about authorizing tests until the next session of Congress. The issue, therefore, is not dead as those who oppose it would like it to be. It has just been shelved temporarily. The FCC has merely thrown the ball back to the team on Capitol Hill.

Typical of Congress' attitude toward pay-tv was a comment made by Representative Thomas Lane (D-Mass.) when he introduced anti-pay-tv legislation. "We have never contemplated such a split personality for radio. Why then should we foster it in television?" Lane asked.

In terms of endurance, a Senate Communications Subcommittee, chairmanned by Senator John Pastore (D-R. I.), gave the House Legislative Oversight Subcommittee a close race. The Pastore subcommittee heard ASCAP member grievances against BMI off and on from mid-March through the end of July. Throughout the very talky hearings ASCAP witnesses maintained that they had no objection to the existence of BMI as long as it was not broadcaster-owned. But the subcommittee was evidently more impressed with BMI testimony which countered that ASCAP music has always been dominant on the airwaves and that the Smathers legislation was unnecessary and discriminatory.

As the hearings concluded, it appeared that even Senator Smathers was not overly enthusiastic about the idea of killing BMI. He made an appearance at only one session. Senator Pastore simply passed the record on to the Justice Department and to the FCC and the matter was unceremoniously laid to rest.

No 'Blank Check'

The blank check professional sports was hoping for by the passage of legislation exempting pro sports events from the antitrust law was torn up in the final days of the session before it was ever signed. The House-passed bill came to a grinding halt in hearings before the Senate Antitrust Subcommittee of which Senator Estes Kefauver (D-Tenn.) is chairman. Had the legislation been enacted, sports interests would have been in a position to silence radio coverage of a great number of football, baseball, hockey and basketball games. This blanket-exemption legislation was a substitute for a more moderate bill authored by Representative Emanuel Celler (D.N.Y.) who advocated antitrust exemption for professional sports where there was a "reasonably necessary" requirement for such exemption.

When the legislation failed to reach the Senate floor, pro baseball again emerged the whipping boy of professional sports. Baseball already enjoys a partial antitrust exemption as far as its "internal affairs" are concerned. But a baseball lobby was — and still is — the motivating force behind the proposed legislation.

Senator Bricker again had his way in getting a proposal to place networks under FCC regulation on the Senate Commerce Committee agenda. But that was as far as the legislation went in the last session. Coming as it did so late in the session, it was actually a token hearing designed to extend further the record on a matter that has been very thoroughly considered in the past. Network executives argued that the Bricker bill is vague and meaningless since it is apparently intended to give the FCC power to do directly what it can now do indirectly through the networks' owned and operated stations.

Congressional interest in the uses of radio spectrum, fostered in the Senate by Senator Charles Potter (R-Mich.) and in the House by Representative William Bray (R-Ill.), continued to mount in the past session and culminated in a resolution adopted unanimously by the Senate in late July to create a special five-man commission to investigate the use federal agencies make of radio-tv spectrum space allocated to them.

Both Messrs. Potter and Bray had introduced bills in the first session of the 85th Congress urging such a study. This was all right with the White House as far as it went. The President, however, soon after the resolution was adopted by the Senate and before Representative Bray's was adopted by the House, advanced a recommendation that the study include non-government as well as government users of broadcast frequencies. Chairman Doerfer agreed.

But the propsect of a general over-all spectrum study proved so controversial—at least to the past Congressional session—that it died in the House where it was taken off the calendar before it even got to the floor.

Taking an over-all view of the congressional session, not much in the way of legislation affecting broadcasting was passed. When the 86th Congress gets under way after the summer recess, the very same problems the representatives and senators left unsettled will be on the Hill to greet them. • • •

Who Did What in the Second Session of the 85th Congress

This is the majority of the broadcast legislation introduced in the second session of the 85th Congress along with the names of senators and congressmen who sponsored the bills. Except where otherwise indicated, the legislator introduced just one piece of legislation:

Anti-Pay-Tv Bills

House	Senate
Beamer (R-Ind.)	Langer (R-N.D.)
Bray (R-Ind.)	Mansfield (D-Mont.)
Burdick (R-N.D.)	Thurmond (D-S.C.)
Dingell (2) (D-Mich.)	Thye (R-Minn.)
Hemphill (D-S.C.)	
Lane (D-Mass.)	
Lennon (D-N.C.)	
Mack (D-Ill.)	
Madden (D-Ind.)	
Morano (R-Conn.)	
Moore (R-W.Va.)	
Morrison (D-La.)	
Nimtz (R-Ind.)	
O'Konski (R-Wis.)	
Powell (D-N.Y.)	
Rogers (R-Mass.)	
Santangelo (D-N.Y.)	
Springer (R-Ill.)	
Radwon (R-N.Y.)	

Sports Antitrust Legislation

House	Senate
Celler (D-N.Y.)	Hennings (D-Mo.), (co-sponsored by 49 fellow senators)
Dooley (R-N.Y.)	
Harris (D-Ark.)	
Keating (R-N.Y.)	
Miller (R-N.Y.)	
Rogers (D-Colo.)	
Walter (D-Pa.)	

Excise Tax Repeal Bills

House	Senate
Bray (R-Ind.)	Douglas (D-Ill.)
Collier (R-Ill.)	Mansfield (D-Mont.)
Machrowicz (D-Mich.)	
Mason (R-Ill.)	
Price (2) (D-Ill.)	
Morrison (D-La.)	

Code of Ethics and Conduct—In Office Legislation

House	Senate
Bennett (D-Fla.)	Bush (R-Conn.)
Celler (D-N.Y.)	Case (R-N.J.)
Cramer (R-Fla.)	Javits (2) (R-N.Y.)
Derounian (R-N.Y.)	Magnuson (D-Wash.)
Dooley (R-N.Y.)	Neuberger (D-Ore.)
Harris (D-Ark.)	Proxmier (D-Wis.)
Keating (2) (R-N.Y.)	
Moulder (D-Mo.)	
Reuss (D-Wis.)	
Tewes (2) (R-Wis.)	
Wolverton (R-N.J.)	

Miscellaneous Legislation

House	Senate
(a) Abernathy (D-Miss.)	(l) Bricker (R-Ohio)
(b) Baker (R-Tenn.)	(h) Butler (R-Ohio)
(c-d) Boggs (D-La.)	(m) Morse (D-Ore.)
(e) Celler (D-N.Y.)	(n) O'Mahoney (D-Wyo.)
(f) Hays (D-Ark.)	(o) Magnuson (D-Wash.)
(g) Hosmer (R-Calif.)	
(h) Hyde (R-Md.)	
(i) Johnson (R-Wis.)	
(j) O'Brien (D-N.Y.)	
(k) Thompson (D-N.J.)	
(c) Udall (D-Ariz.)	
(g) Wright (D-Tex.)	
(p) Blatnik (D-Minn.)	

(a) bill amending Fair Labor Standards Act.

(b) bill amending Internal Revnue Code permitting taxpayer to treat useful life of new property as period equalling one half of useful life.

(c) bill to speed up use of tv facilities in education.

(d) bill to amend Communications Act to improve certain broadcast facilities.

(e) bill amending Clayton Act requiring prior notification of corporate mergers and acquisitions.

(f) bill which, in amending election laws, would exempt broadcasters from libel for defamatory statements made by candidates on stations; would eliminate present equal-time provision.

(g) bill outlawing subliminal perception advertising.

(h) bill amending Administrative Procedures Act.

(i) bill to prohibit public utilities from deducting advertising and lobbying expenditures.

(j) bill allowing additional credit for advertising expenses.

(k) bill amending U.S. Code applying to copyright, providing for selective deposit of recordings of copyrighted works in Congressional library.

(l) proposal for establishment of intercontinental network linking U.S. with Mexico and South America.

(m) resolution calling for seven-man Senate Committee to study independent agencies operations.

(n) bill prohibiting issuance of tv licenses to airlines.

(o) bill to amend Communications Act allowing mergers of U.S. firms providing radio and cable service, subject to FCC approval.

(p) bill to label cigarette packages for tar and nicotine content and empower FTC to inspect all cigarettes.

RAB Helps Break Through Radio Measurement Barrier

In its second-quarter report, the bureau provides increased data on spot and network buys

The Radio Advertising Bureau is taking a big step toward breaking through the radio measurement barrier with the release of tabular material revealing:

- An extensive list of spot radio's clients.
- The number of announcements they buy on a large cross section of the medium.
- The length of announcements used (ranging from 10 through 60 seconds).

Top 30 Spot Advertisers	No. of Announcements (by length in seconds)				Number of Programs (by length in minutes)			
	10 sec.	20 sec.	30 sec.	60 sec.	5 min.	10 min.	15 min.	over 15
1. R. J. REYNOLDS TOBACCO CO.		156		28,716		39	39	
2. FORD MOTOR CO.	373	199	168	20,345	287	65	130	77
3. AMERICAN TOBACCO CO.	2,168			17,305				74
4. LEVER BROS. CO.	1,923	560	30	16,014				
5. BEST FOODS, INC.	274	50	172	14,893			35	
6. GENERAL MOTORS CORP.	162	375		14,038				
7. STERLING DRUG, INC.	176		88	11,932	608		32	
8. COLGATE-PALMOLIVE CO.		288		11,499	39			
9. TEXAS CO.	18	282		10,312	307			
10. LIGGETT & MYERS TOBACCO CO.	172	392	803	9,505	136			
11. SINCLAIR REFINING CO.	*32,954							
12. ANHEUSER-BUSCH, INC.	2,146	1,620	176	5,215	26			91
13. PENICK & FORD LTD., INC.				6,828				
14. AMERICAN HOME PRODUCTS CORP.	2,134			5,602			30	
15. FOSTER-MILBURN CO.				5,316				338
16. BRISTOL-MYERS CO.				6,557				
17. SHELL OIL CO.			67	2,876	1,818	104	204	
18. CONTINENTAL BAKING CO., INC.				5,381	280			
19. GENERAL FOODS CORP.	49	36	191	5,168				
20. BEECH-NUT LIFE SAVERS, INC.	400	1,688	32	3,753				
21. STANDARD BRANDS, INC.			41	4,978			21	
22. SUN OIL CO.				4,967				
23. CITIES SERVICE CO.				4,934				
24. CARLING BREWING CO., INC.	216	952	3,398	1,253	109			
25. CONTINENTAL OIL CO.				4,007	394	39		
26. PLOUGH, INC.				4,584				
27. PROCTER & GAMBLE CO.				4,559				
28. ESKIMO PIE CORP.	2,313	144		3,272				
29. RALSTON-PURINA CO.				3,834	99	156	77	
30. TETLEY TEA CO., INC.	7			4,381				

*Announcements are shorter than 10 seconds in length.

• The lengths of programs purchased.

The data covers network radio also, indicating who the clients are, but listing only the five leading network users as such and grouping the next 20 leaders without ranking them. It also covers which networks and how many stations are employed.

Obviously, one of RAB's ultimate goals is to provide dollar figures for both network and spot. The stumbling blocks are many, however, chiefly the reluctance by the industry to release competitive information.

But Kevin B. Sweeney, president of RAB, feels that "the industry is determined to evolve increasingly comprehensive data on who buys what in radio.

"Obviously the availability of this material will stimulate increased use of radio. The urge to counter the opposition has meant more business over the year than many a more-discussed factor.

"Aside from this straightforward, practical move," he asserts, "radio will continue expanding the data it makes available because it is in the best interests of its clients to do so and because they have asked for the information repeatedly."

Highlight facts of the 80-page report, now being issued by RAB, are that 1,304 brand advertisers bought an estimated two million announcements in the second quarter of 1958 (the period covered by the survey). They bought an estimated 90,000 programs. Among the top 100 all-media advertisers of 1957, 76 percent of those "eligible to do so" (i.e., all but liquor companies) used radio.

These totals in themselves are not evidence of increased radio activity, RAB warns, for while they are considerably greater than those reported in RAB's first quarter study of radio clients, that was a "pilot study" and necessarily limited in scope. However, the bureau adds, other surveys make it apparent that the billings increase for radio "has continued throughout recession 1958 after a spectacular 1957."

RAB states that it sampled more than 30 percent of spot radio's sellers and had reports from all four networks. The bureau feels that the sample is large enough to "assure that virtually every brand using the medium is put on record. And, in the case of most relatively active brands, information is complete enough to show the full pattern of the brand's strategy."

The leading spot radio client in terms of activity, according to the report, is the R. J. Reynolds Co., with the heaviest weight behind its Camel and Winston brands. In second place is the Ford Motor Co., whose Ford car got the heaviest backing. Edsel, however, accounted for one-fourth as many announcements as the Ford brand during the second quarter.

"Among the lesser known facts revealed by the list," says John F. Hardesty, RAB vice president and general manager, is the degree to which Procter & Gamble has been moving back into spot radio. Of key significance also is the heavy use of spot radio by strong regional companies like White King Soap Co., in many cases outdoing national brand activity in their own distribution areas.

"For other major national media," he says, "competitive facts like these have been on record for some time. Progressively, RAB anticipates making more facts available on radio activity." • • •

Second Quarter 1958 Spot Radio Advertisers—By Category

Rank	Category		% of Total
1.	Food and Grocery		25.0%
	Food and Grocery, General	8.2%	
	Dairy	4.0	
	Bread, Flour, Cereal	3.0	
	Coffee	2.7	
	Cooking Ingredients, Condiments	2.6	
	Tea	2.4	
	Meat, Fish, Fowl	1.2	
	Baby Foods	.8	
	Food Chains	.1	
2.	Gasoline, Lubricants		11.5
3.	Tobacco Products		10.8
4.	Ale, Beer and Wine		8.3
5.	Cleansers		7.4
6.	Drugs		6.7
7.	Automotive		6.4
8.	Toilet Requisites		4.2
9.	Confections and Soft Drinks		2.8
10.	Agriculture		2.3
11.	Finance		2.2
12.	Transportation and Travel		2.1
13.	Miscellaneous		1.7
14.	Publications		1.3
15.	Building Materials		1.2
16.	Religious		1.2
17.	Clothing, Apparrel, Accessories		1.1
18.	Consumer Services		.9
19.	Household Products, General		.9
20.	Pet Products		.7
21.	Appliances		.5
22.	Watches, Jewelry, Silverware		.4
23.	Amusements		.2
24.	Notions		.1
25.	Real Estate, Homes		.1
	TOTAL		**100.0%**

Second Quarter 1958 Network Radio Advertisers—By Category

Rank	Category		% of Total
1.	Drugs		16.5%
2.	Automotive		15.5
3.	Food and Grocery		11.0
	Food and Grocery, General	6.4%	
	Bread, Flour, Cereal	2.7	
	Cooking Ingredients, Condiments	1.0	
	Dairy	.4	
	Coffee	.2	
	Tea	.2	
	Meat, Fish, Fowl	.1	
4.	Religious		7.9
5.	Tobacco Products		7.8
6.	Toilet Requisites		7.3
7.	Cleansers		5.4
8.	Miscellaneous		3.8
9.	Ale, Beer and Wine		3.7
10.	Confections and Soft Drinks		3.2
11.	Household Products, General		2.6
12.	Publications		2.3
13.	Finance		1.9
14.	Transportation and Travel		1.8
15.	Appliances		1.7
16.	Watches, Jewelry and Silverware		1.6
17.	Gasoline, Lubricants		1.4
18.	Consumer Services		1.2
19.	Building Materials		1.1
20.	Agriculture		1.1
21.	Pet Products		.4
22.	Notions		.4
23.	Amusements		.2
24.	Clothing, Apparel and Accessories		.2
	TOTAL		**100.0%**

Radio News: Important Past, Vital Future

Perhaps too optimistically I like to think that I have not yet reached that point in life when reminiscence becomes a habit.

And yet the particular branch of journalism to which I find myself clinging (sometimes rather precariously) is still so young that even a practitioner of relatively tender years can legitimately assume the mellow mood and manner of a seasoned veteran, and say, "I remember when. . . ."

Actually, youthful though it is, radio news reached maturity at a very early stage. World War II saw to that.

In fact, the swift rise of broadcast news to a position of prominence has been one of the great phenomena of our time. You don't have to be very old to remember the early 1930's when there were almost no news programs on the air at all as we know them. As late as 1936, news on the air was generally limited to five-minute capsule summaries. At first, there was a notable reluctance on the part of the press associations to let radio stations make any use of their facilities; at one point this reluctance became so marked that CBS even set up its own news service.

It seems strange to realize that the press associations and the newspapers once thought of radio as a threat to their position in keeping the people informed. The limitations of time, of course, prohibit the comprehensive detail and background that a great newspaper like the *New York Times* will always provide. Radio's crowning advantage is that of immediacy—of being able to report an event as it happens, or immediately afterward.

One of the first to make full use of this immediacy factor was Paul White, the man who presided over CBS News in its formative stages and who was instrumental in making it a great news organization. It was at the time of the Munich crisis that White set up the first *World News Roundup*, depending in large part on direct reports from places where the news was happening.

Widespread Acceptance

Earlier this year, we observed the 20th anniversary of this type of program, which has since come into widespread network use. NBC, ABC and Mutual, as well as CBS, all now have similar programs on the air. Their nationwide acceptance by network affiliates is a good indication of their continued success.

Over the years, radio news has also been noted for its growing use of special events coverage. The same Munich crisis which gave birth to the *Roundup* was marked also by something almost unique up to that time—the wholesale cancellation of CBS' regular network programs in order to make way for detailed special coverage of fast-breaking developments in Europe. Often this coverage ran for hours at a time, with scarcely a break; and correspondents, on constant call, literally slept beside the microphones. This sort of thing became so commonplace during World War II—and on some occasions since then—that it is easy to forget what a radical departure it was from normal network practice in 1938. Now it is universally accepted in times of crisis.

I think it is safe to say that this willingness and determination to "swarm" over a big story, more than any other single factor, established radio news in the public mind as a serious and responsible medium of information.

This—and the quality of some of the newsmen whose voices became familiar throughout the country. Great and enduring reputations were made quickly in the early days—by men like Ed Murrow, whose "This—is London" became one of World War II's best-known bywords . . . by men like H. V. Kaltenborn, who never shied away from analyzing anything, and who still recalls with a chuckle the time an overseas signal dropped out suddenly and he found himself analyzing a prayer by the Archbishop of Canterbury . . . and Robert Trout, the flawless, knowledgeable reporter with the matchless sense of timing and the impeccable ad lib . . . and the late Elmer Davis, whose memory is revered by all of us who knew and worked with him. I vividly remember him prowling around the newsroom at 485 Madison Avenue, making pencilled notes for his nightly news broadcast in his crabbed script, then transcribing

DALLAS S. TOWNSEND JR.

Has been with CBS News since 1941, holding a variety of positions: news writer, news editor, director of special events for radio, manager of tv news broadcasts. He is now New York anchorman on the CBS *World News Roundup* (Monday through Saturday, 8 to 8:15 a.m. EDT). He graduated from Princeton U. in 1940 and from the Graduate School of Journalism at Columbia U. in 1941.

them on the typewriter complete with cryptic abbreviations, at the last possible moment. One night, I remember, Elmer handed his script to the editor, and somehow it became mislaid. Air time came and still no script, so Elmer strolled into the studio with his pencilled notes and delivered the broadcast without a fluff anyway.

Newsman's Nightmare

Some of us remember another occasion, more recent, when the same thing happened to Bob Trout. In this case Bob didn't even have pencilled notes, so he ad-libbed the entire broadcast from memory. Anyone who thinks this is easy is hereby invited to try it sometime—when nobody is listening.

Radio news has indeed had its great men and its great days. The questions now are: Are the great days over? Where does radio news go from here?

My answer to the first question is a decided "No." I am happy to plead a certain amount of personal bias, but it seems clear to me that radio news—or to be more specific, network radio news—has a great future, and I am not setting any time limits on it. I specify network radio news not because of any prejudice against local stations, which in many instances have been doing a brilliant job of expanding the coverage of their immediate areas. I have seen some local news operations that frankly made me envious. And then I have seen other local operations which consisted entirely of the announcer tearing off the latest five-minute wire service radio news summary and going on the air with it.

In general, I think that only a network has the facilities, the staff and the money to provide really first-rate news coverage of a world situation which has become increasingly complicated.

But—and here I turn to the second question—radio news cannot maintain its position merely by standing still. This is a great temptation, I know, but the times and the circumstances will not allow it. To stand still now is in effect to retreat. The great danger is that radio news will simply stick with a formula that has been successful up to now, but which threatens stagnation if it continues. This is not to say that the formula itself will not continue to pay off financially, at least at some levels.

However, from a point of view of public service and responsibility, it seems to me that now more than ever we have a genuine obligation to keep the public well and thoroughly informed.

As I look at the state of radio news today, I detect some disturbing trends. One of these, I think, is the growing reliance on five-minute shows, which are all very well in their own way, but do not in themselves constitute more extensive news coverage. Another is the tendency to slough off explanatory detail on complicated stories.

Radio news, especially in the prime listening hours, is faced with tremendous competition. This is a challenge which the networks will have to face with new ideas, and new treatment of old ideas. This means more programming aimed at adult, intelligent listeners, covering important news in greater detail. It means more special reports on subjects which cannot be covered adequately in regular news programs: For example, the one-hour special program on Korean prisoners of war which Ed Murrow narrated in June.

More Editorializing

It may mean more use of the right to editorialize, although, as CBS President Frank Stanton pointed out in a speech to the National Press Club last year, "Editorializing over the air involves a whole cluster of problems that call for much wiser solutions than we now have, and not until they are found do we at CBS feel that we can exercise this significant right fully and in the public interest." But it certainly means greater emphasis on the stupendous medical, scientific and technological advances which up to now most of us have tended to give the once-over-lightly.

In short, if radio news is to maintain the reputation it has built up over the years, it has got to work for it, and work hard. I feel sure that it will. • • •

focus on radio

A Quick Glance At People, Places

And Events Around Radio-Land

A SOUTHERN BELLE, 18-year-old Judy Carlson of Birmingham who later was runner-up in the Miss Universe contest, is crowned Miss Alabama by Ben McKinnon, general manager of WSGN which sponsored event with the Junior Chamber of Commerce.

A LIBERTY BELL tolls for Hawaiian statehood in downtown Hollywood between appeals for a congressional write-in campaign for another statehood bill. KDAY Los Angeles disc jockey Jim Hawthorne (right) and Honolulu disc jockey J. Aukuhead Pupule (second from right) led the appeal.

DOWNTOWN VACATION FIESTA in Peoria, Ill., brings crowds back to the stores during normally slack season. WMBD broadcast from the roped-off three-block area that had been turned into a carnival site by merchants, and urged people downtown. They came.

A SILVER ANNIVERSARY gift from AB-PT executives is admired by President Leonard H. Goldenson at a testimonial luncheon honoring his 25 years in the entertainment industry. Simon B. Siegel, financial vice president of American Broadcasting-Paramount Theatres, looks on at right.

RADIO IS EVERYWHERE for sure in Nashville, Tenn., as WLAC's "Lake Reporter," Bill Allen, interviews a canoeist on Old Hickory Lake. The Saturday afternoon on-the-water interviews with boaters, dock operators and fishermen include safety hints, weather information, fishing reports.

A WEATHER REPORT was delivered to the door of KBMY Billings, Mont., during the broadcast of a summer tornado warning. General Manager Ken Nybo (shown here) and his staff worked through the night erecting a temporary antenna; only eight hours of broadcast time was lost.

ANSWERING AN APPEAL by WISN Milwaukee for funds to support the widow of a local man who died in a heroic rescue attempt, listeners raised more than $3,300 in 10 days. Mrs. Carl Cramer, the recipient, accepts a check from Jack Puelicher (left), v.p. of Marshall & Ilsley Bank, and John B. Soell, v.p. and mgr. of WISN Div. of Hearst Corp.

CLOCKS ARE PRIZES for salesmen of KGLO, Mason City, Ia., who show Sales Manager Lloyd D. Loers results of a one-month selling contest. Prior to the start of the June contest, local radio billings were already up 2 percent over a year ago, and the contest is expected to give the station its biggest income year. Apparently nobody lost.

BMI Introduces a New and Timely Program

THE WORLD OF THE MIND

As a companion to its award-winning programs, "The Book Parade" and "The American Story," BMI introduces a new series of timely scripts . . . "The World of the Mind."

Prepared by BMI with the cooperation of the American Association for the Advancement of Science and the American Council of Learned Societies, "The World of the Mind" is available to radio and television stations and to public libraries and local boards of education for broadcast purposes.

Fifty-two eminent scholars and scientists are the authors of the programs which are each of fifteen-minutes duration. The Sciences and the Humanities are embraced equally in the wide range of topics which form "The World of the Mind" – a thorough and painstaking appraisal of man's perpetual search for knowledge and truth.

Radio and television stations will receive sample scripts and further details in the mails. Please watch for this material. "The World of the Mind" series will be available only upon request.

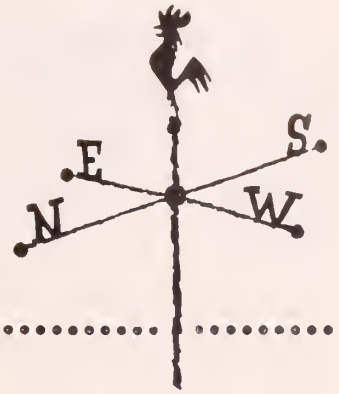
BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

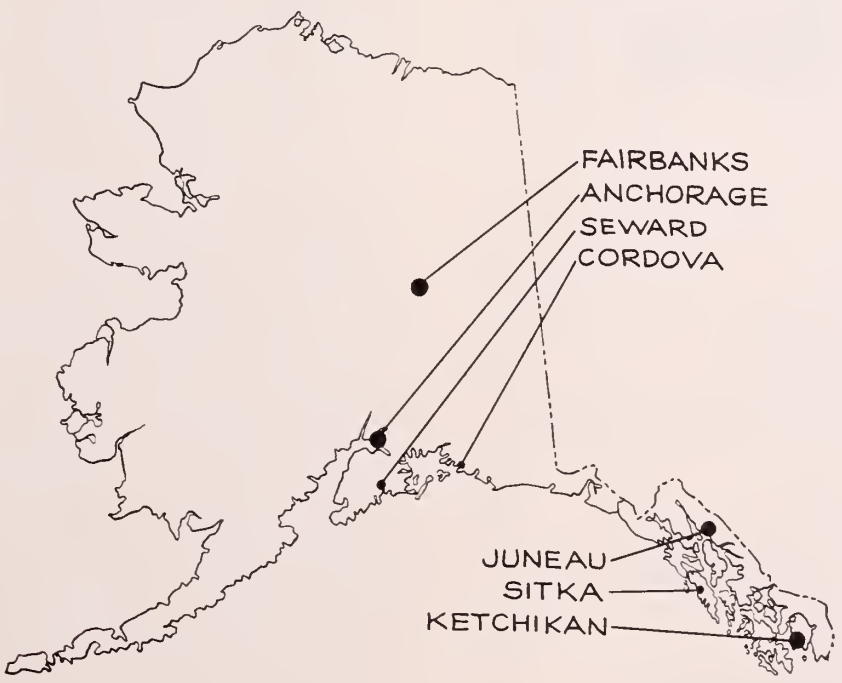
hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Alaska: Land of Opportunity For Radio and Sponsors

Unique climate coupled with high buying power is turning '49th' state into potential boom for the area's commercial stations



Advertisers' "Untapped Revenue Source"

As a result of its impending statehood, Alaska — for so long a remote vastness in the minds of many—will soon become just another state full of "Hometowns, U. S. A." for many new residents and for the advertisers who sell to them.

But however familiar the Alaska of the future becomes, this land mass twice the size of Texas will retain a uniqueness of its own, a climate and a way of life whose qualities underscore radio's importance as an information and advertiser vehicle.

Long daylight hours during the summer months, following confining and severe winters, attract Alaskans to the out of doors where they listen to the radio in their cars and on their portables. And because of the extremes in climate, weather reports assume unusual importance in programming allotments.

Many of Alaska's quarter of a million inhabitants are either newly-arrived, on military service or have seasonal jobs, and as a consequence their thirst for news from home is almost insatiable. Since the prospective 49th state has no morning or Sunday newspapers and since its five television stations cannot always reach certain outlying segments of the population, radio has assumed leadership in personalizing the news.

According to Arthur Gordon, sales

manager, National Time Sales Inc., New York, "News is one of the mainstays of most Alaskan broadcast operations and particular emphasis is placed on the local doings in towns and cities throughout the U. S. If an event occurs in Atlanta, for example, the announcer will start off, 'Back on Peachtree Street. . . .' "

Of equal importance, he continues, are the extensive and frequent reports on the weather issued by all stations. Mr. Gordon, whose firm represents KBYR Anchorage and KFRB Fairbanks, explains that detailed weather reports are a necessity in Alaska not only because of the extremes in temperature and the severity of the winter climate, but also because Alaskans own more airplanes per capita than in any other section of the world. "There's practically no other way to travel any distance," according to Warren Shuman, assistant sales manager, "since roads often stop 10 or 15 miles outside a city."

Now that Alaska is being admitted to statehood and will consequently receive tax moneys formerly going to the federal government, more roads will be built as soon as possible, he says. In spite of the comparative lack of highways, most Alaskans own automobiles and use them frequently during the summer months.

Car radio and out-of-home listening on portables is a big part of the Alaskan radio picture because, contrary to popular belief, Alaskan summers in most areas are warm if not hot—with temperatures in the 70's and low 80's. "Also," Mr. Gordon points out, "the people are very sports-minded and love the out of doors. After being cooped up during the cold, sub-zero winter months, they burst outside when summer comes.

"In addition, between mid-March and mid-October the days in most sections of Alaska are very long," he says. "During June, July and August there are only a couple of hours of dusk around midnight and people will be out riding or gardening at 11 p.m."

Radio advertising, as a result, has been somewhat seasonal with most advertisers increasing their buys in the warm-weather months. Another very important factor has been the seasonal influx of construction workers. "Many workers come up only during the summer and return home when the climate limits building."

These workers are extremely well paid—as are all Alaskan job-holders—and their buying power is considerable. According to the union wage scales this year, a carpenter receives $4.25 an hour; a plumber gets $5; a common laborer earns $3.81, and a waitress receives $14 for an eight-hour day plus tips.

"While the cost of living is higher in Alaska than in the rest of the country," Mr. Gordon says, "wages keep quite a bit ahead of the cost spiral. As a result, many Alaskans and seasonal workers are able to pile up considerable capital."

According to *Sales Management's Survey of Buying Power*, May 1958, the average income per household in Alaska is $12,741. This compares with an average of $5,923 for the other 48 states.

Alaska's average per capita income—the highest in the U. S.—is $2,703 compared to $1,734 for the rest of the country, according to the same source.

"This represents a great untapped source of revenue for the national advertiser," Mr. Gordon declares. He anticipates that because of Alaska's admission to statehood many advertisers, formerly unaware of Alaska's potential, will begin full-scale radio campaigns there.

"The market hasn't changed since statehood," he says, "but the publicity has awakened new interest among advertisers. I would estimate that there were approximately 25 to 35 national advertisers in Alaskan radio before statehood; by this time next year, judging from inquiries we've received, there should be many more."

Right now, cigarettes, beer and soft drinks do a lot of radio buying. These have sold well partly due to the out-of-door living and partly—especially in the case of beer—because there is such a preponderance of men in Alaska.

"The average family unit has been much smaller than in the U. S. proper until the present time," Mr. Gordon says, "but with statehood most experts expect greatly increased immigration of families as well as single persons. These people will be in the market for all kinds of goods and radio can play an important part in selling them." • • •

COMMERCIAL STATIONS IN ALASKA AND THEIR REPRESENTATIVES:

Anchorage
KBYR
National Time Sales
New York

KENI
Midnight Sun Broadcasting Co.
New York

KFQD
Alaska Radio-Tv Sales
care of: Weed Radio
New York

Cordova
KLAM
James C. Fletcher Jr.
New York

Fairbanks
KFAR
Midnight Sun Broadcasting Co.
New York

KFRB
National Time Sales
New York

Juneau
KINY
Alaska Radio-Tv Sales
care of: Weed Radio
New York

KJNO
Midnight Sun Broadcasting Co.
New York

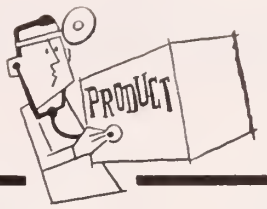
Ketchikan
KTKN
Midnight Sun Broadcasting Co.
New York

Seward
KIBH
Alaska Radio-Tv Sales
care of: Weed Radio
New York

Sitka
KIFW
Alaska Radio-Tv Sales
care of: Weed Radio
New York

HOMETOWN U.S.A.

commercial clinic



Cater to the Individual In Writing Commercials, BBDO's Siegel States

When a couturier designs a dress, he is creating for a select few—often for a single customer — and he tailors his product accordingly. When a national advertiser creates a radio campaign, his potential market may be in the millions rather than the hundreds, but like the couturier, if he wishes to sell his product he must tailor it—and his commercials—to ring a bell with the individual consumer.

Needless to say, the copywriter cannot custom-write for each listener, but he can and does write for groups of listeners, catering wherever possible to their special tastes. According to David Siegel, copywriter, BBDO, New York, "Whenever a writer sits down at a typewriter he should have a definite audience in mind. A commercial must be written either for a specific program or a specific market regardless of whether the advertiser is buying one station or 1,000."

Mr. Siegel, who has written for Lucky Strike, Air France and Bristol-Myers, among others, admits that personalizing commercials is quite a trick for the large-scale advertiser whose product appeals to a wide cross section of people. While housewives and truck-drivers, teenagers and grandmothers all may smoke the same cigarette, he says, you can't sell them the same way.

Lucky Strike, a long-time user of radio, solves the problem by preparing different "banks" of commercials for the various audiences reached. For example, there are sets of commercials for college stations, Spanish language stations and Negro stations, in addition to popular music stations and commercials to be heard on sportscasts. The approach to each type is different, Mr. Siegel says, a variation on the current campaign theme.

The commercials written for the popular music stations tend to be "straight," according to Mr. Siegel, because of the broad audience appeal of such stations.

David Siegel, BBDO copywriter.

For example, a typical commercial might open with the noise of a tobacco market and the voice of an auctioneer followed by Andre Baruch selling Lucky's "fine tobacco." A short, banjo version of the "light-up time" song would be interpolated next before the commercial closed with a spoken tag by Mr. Baruch.

For a Negro station, Mr. Siegel explains, the same song would be recorded by a Negro vocal group such as the Clovers. The spoken part of the commercial would be done almost invariably by the station's disc jockey to take advantage of his selling ability and following among the audience. "Those Clovers are really with it," he would say. "They sing, swing and make sense, too. Because when you smoke a Lucky, you're smoking light. . . ."

For the Spanish language station, the jingle would be introduced by the local announcer, live, but would be in a longer version and sung in Spanish. The tempo would be changed to fit the Spanish lyrics.

Commercials for Lucky's sports sponsorships are written to appeal especially to men and might emphasize the cigarette's "honest taste." A vocal group recorded this jingle for use on sportscasts this year:

```
Never was a man who could
  forget
The taste of a genuine
  cigarette.
Get the honest taste a
  man can like,
The honest taste of a
  Lucky Strike.
```

In addition, testimonials from famous sports and entertainment stars are frequently employed.

Copywriters on the Lucky account, Mr. Seigel says, get a special kick out of writing for the college radio stations. "You can let yourself go here with a combination of sophistication and humor that the kids really seem to appreciate." One such — obviously headed for the Ivy League stations — features "Elihu Lowell Cabot, goal post maker by appointment to the Ivy League," who is interviewed on a program called "Miscellaneous U. S. A.!" Mr. Cabot—whose voice is described as "a la F. D. R."—is noted not only for his partiality to Luckies, but also for the fact that he made the first pair of football goal posts. • • •

station log

Radio News Coverage Focuses On the Middle East Crisis

Disregarding the loss in many cases of commercial announcements and program revenue, stations around the nation have been giving the Middle East uproar full and often imaginative coverage.

The United Nations' special sessions replaced programming on many stations. WERE Cleveland aired the sessions on both am and fm and also arranged to relay the UN signal to its 47-station, four-state baseball network and to local university radio stations.

WERE even went as far as stationing girls with portables on street corners to keep an interested public up to date. And to gauge citizen reaction in three major areas, the station's news director joined with his counterparts of WWDC Washington and WTMJ Milwaukee in a broadcast.

Coverage of the Beirut Marine landings was given a personal angle by KITE San Antonio, Tex., which made arrangements to get the names of the almost 800 Texans reported in the force. The station taped the surprised reactions of relatives of the leathernecks. WKAP Allentown, Pa., provided a similar service, announcing the names of Sixth Fleet and Army personnel from the Lehigh Valley area and interviewing some of the relatives.

WSKY Asheville, N. C., put through telephone calls to various world leaders to learn their reactions to the crisis. These resulted in: A talk with Premier Khrushchev's personal secretary, a reminder from former President Truman that he supported the President's action in sending the Marines and interviews with French and British columnists. Although WSKY could not get through to Prime Minister McMillan, it did get a direct report of a BBC poll which showed the "man in the street" solidly behind the British landing in Jordan.

Network affiliates also had the opportunity to give the crisis a full news treatment as the network news staffs went all out to provide worldwide coverage. Newscasts, live UN pick-ups, reports from overseas correspondents and expert analyses preempted many programs during the peaks of the crisis.

Members of district three of the Southern California Broadcasters Association gathered at Arrowhead Springs Hotel are (left to right, first row) Norm Ostby, v.p. MBS; Ben Paschell, g.m. KFXM San Bernardino; Bob Blashek, g.m. KCMJ Palm Springs; Lloyd Sigmon, v.p. KMPC Los Angeles; Cal Smith, president KFAC Los Angeles. In second row (left to right) are John Michel, KDES Palm Springs; J. B. Robinson and Loyal Vickers, KPRO Riverside; Harry White, KWTC Barstow; R. T. MacKenzie, KCSB San Bernardino; Harry Voelker, KDES; Clair A. Weidener and Lee Batch, KCSB, and Art Holbrook, managing director of SCBA.

Radio Activity

• *The World of the Mind*, a series of programs encompassing "a wide range of topics in science and the humanities," has been made available without charge to stations, libraries and boards of education by Broadcast Music Inc. The series was written by more than 50 "outstanding American scientists and teachers" in cooperation with the American Association for the Advancement of Science and the American Council of Learned Societies.

• The National Council of Disc Jockeys for Public Service Inc., in association with the USO, has sent 10 disc jockeys on a 21-day European tour to entertain armed forces personnel and civilian populations. Making the tour are Paul Berlin of KNUZ Houston; Lad Carleton of WKBR Manchester, N. H.; Eddie Clark of WHB Kansas City, Mo.; Buddy Deane of WJZ-TV Baltimore; Elliot Field of KFWB Los Angeles; Larry Fischer of KTSA San Antonio; Phil McLean of WERE Cleveland; Tom O'Brien of WINS New York; Art Pallan of KDKA Pittsburgh, and Clark Reid of WJBK Detroit.

More than 500 votes of confidence from listeners to music program of San Francisco Federal Savings & Loan Assn. are counted by (left to right) Richard Travis, Knollin Advertising Agency; Jonathan Schiller of KCBS; E. Ronald Long, president of the bank, and Harry Untermeyer, KCBS general manager.

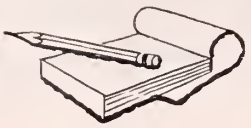
• KYW-FM Cleveland began operations August 1 as "a fine arts station" featuring classical music. Eventually, according to Rolland V. Tooke, Cleveland vice president for the Westinghouse Broadcasting Co., the station will provide specialized programming to "approach in sound . . . the intellectual life in this area."

• KFJI Klamath Falls, Ore., is celebrating its 35th year of broadcasting, having gone on the air as a 10 watter in 1923. It now operates with 5,000 watts in the daytime and 1,000 at night. The station was originally licensed by the Bureau of Navigation, Radio Department.

• FCC approval is being awaited by a company headed by Ben Strouse, president of WWDC Washington, D. C., which has purchased WMBR Jacksonville, Fla., for more than $400,000. • • •

HOMETOWN U.S.A.

BPA memo



Baseball, Mayonnaise And World Travel Tours Highlight Radio Promotions

Station promotion is drawing inspiration from economic conditions, baseball, national and international affairs and even mayonnaise.

For two days the ladies of Charleston, W. Va., searched the downtown shopping section for a woman posing as "Mrs. Filbert," the lady who makes Mrs. Filbert's Mayonnaise. WCHS* broadcast numerous hints as to her description, identity and whereabouts. A female shopper who finally identified her and intoned the WCHS catchwords, "You are Mrs. Filbert who makes the wonderful mayonnaise," won a $25 savings bond.

The ladies who entered KING Seattle's "Instant Prosperity" contest were given the choice of a deep freeze or a vicuna coat as first prize. The winning lady, with no mention of her political affiliation, took the coat. And KNOE Monroe, La., fought the recession with a merchandise fair at the local fair grounds. More than 30 appliance and furniture dealers bought advertising packages which provided for display areas at the fair.

WVET Rochester, N. Y., has initiated a contest in which all players win — and the prizes are trading stamps. Contestants submit mythical shopping lists based on the commercials they hear on WVET. The station says it is mailing out almost two million stamps per week, from 10 to 200 per person, depending on the size of the list.

Young Sportscaster

A boyhood dream came true for 18-year-old Jan T. Hyde when he was named winner of the KDKA* Pittsburgh Junior Sportscaster competition. He will have the chance, along with winners from stations of the Pirate Baseball Network, to broadcast a portion of a National League game. The Atlantic Refining Co. and the ball club co-sponsored the promotion.

A better understanding of international affairs is offered listeners to stations which are sending out Rand McNally & Co. "Space Age News Maps" for a small charge. Two of the outlets are WDRC Hartford, Conn., and WRVA* Richmond, Va.

WPEN* Philadelphia made itself heard in Denver recently. The station had been pitching a saturation package to a very large account and had completed its meetings and presentations. The decision remained with the account's ad manager who was on a western business trip. When the ad manager arrived in his Denver hotel room, he found a record and record player on his bureau. He played it, was greeted by all of WPEN's personalities with some hard sell ideas about the station, and signed the contract on his return to Philadelphia.

WMGM New York, WOWO* Fort Wayne, Ind., and KDKA* Pittsburgh are sponsoring world travel tours in cooperation with local travel services. Jerry Marshall of WMGM gave up disc jockeying to lead 27 listeners on a 17-day European "package" tour via Sabena World Airways. The trip was arranged through one of his sponsors, the Fugazy Travel Service. WOWO's home service director, Jane Weston, led 70 listeners from Indiana, Ohio and Michigan on a 23-day jaunt to Europe via TWA and the Fort Wayne Travel Service and KDKA sent three planeloads of listeners the other way to Halaii under a similar plan. • • •

*Denotes stations who are memers of the Broadcasters Promotion Association.

3

triple play...
well assisted

Every month, Standard Rate's Spot Radio and Spot TV books give you 3-way use-traffic for your Service-Ads because—

1. the map of your market, and

2. the statistics on your market are there, right where they belong, with

3. regular listings of rates and data.

This gives you a great opportunity to take advantage of the tripled use-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate & Data Service, Inc.

Raleigh-Durham
WPTF
NATION'S
28th
RADIO MARKET

Proudly
Presents
HARRIET
PRESSLY
"Radio's Gracious Lady"

"Mother of five . . . . wife of the President of a women's college . . graduate of Goucher . . proves you don't need rock'n roll to get big ratings."

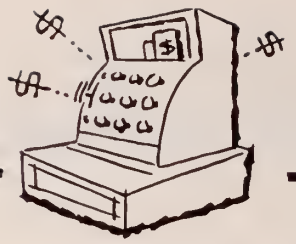
"Harriet Pressly . . . . experienced woman's editor . . . . her stamp of approval moves merchandise. Her program . . . . a Monday through Friday landmark . . . . on WPTF since 1943."

NATION'S
28th RADIO
MARKET
NIELSEN #2

WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

HOMETOWN, U. S. A.

radio registers



AUTO DEALER

Caldwell Ford Co. purchased $187 worth of extra spots over WCOV Montgomery, Ala., to be built around CBS' Ford Road Show for two weeks. Purpose was to announce Caldwell's new location and also to acquaint the public with the Caldwell name, which had only been in use for seven months. In the 30-day period following the announcements, the station reports, Caldwell recorded the largest single month in volume (101 autos sold) in a year.

APPLIANCE DEALER

Public Service Co. of Denver placed a 20-second spot schedule with KFML "to measure the effectiveness," as the firm put it, "of the medium." The announcements urged listeners to call Public Service to have a portable dishwasher placed in their homes on a trial basis. The client reports that it placed 30 dishwashers on demonstration during the period of the spots as compared to four during a like period the year before without radio. Sales have run about 60 percent of demonstration, says the client, which is also "above any previous year."

FURNITURE STORE

Schewel Furniture Co. of Danville, Va., spent $203 in a nine-day promotion over WDVA designed to hypo business with employees of Dan River Mill. A contest was held in which several serial numbers of Dan River vacation checks were read each day over WDVA. Winners who then registered at the Schewel showroom received a gift and a chance at grand prizes. According to the station, Schewel did more business in the nine days than during the entire month of July.

SEWING CENTER

Warner Robins Sewing Center of Warner Robins, Ga., searching for a method of attracting a list of prospects for the purchase of sewing machines in this rural area, put a "mystery tune" on WFPM in nearby Ft. Valley, Ga. The spots ran for only one day, 10 times in all, and netted the firm almost 50 leads.

report from RAB

Competitive Information Expected to Spark Greater Radio Use

This month it was possible to see trends in radio which had never been visible before. Reason: RAB's new second-quarter report on spot and network radio clients.

Here are some interpretive highlights from this report:

Top 100 Advertisers: If evidence were needed that the "big boys" are coming back to radio, RAB now has it. RAB took Publishers Information Bureau's top 100 for 1957 and compared this list with its roster of radio's clients in the first and second quarter of 1958. Thus far in the year 85.4 percent of the top 100 eligible (excluding liquor firms) to do so have used radio.

What does this "return to radio" by the blue chip clients mean to advertisers and agencies? RAB believes that awareness of what the other fellow—especially the big fellow—is doing means advertisers are going to be jumping into radio faster.

For example, Procter & Gamble is now using spot radio with enough intensity to rank as the 27th largest spot radio client during the second quarter of 1958. RAB says you can look for many packaged goods firms to be impressed and influenced by what the Cincinnati soapmaker does. But an interesting sidelight is that big companies like P & G may actually have been influenced by regional brands which have been outspending some of the nationals in their own territories.

Commercial Length: At press time, RAB hadn't completely tabulated its second-quarter report, but these impressions were gleaned from those who had worked most closely with the data. Overwhelmingly, 60-second commercials are the favorite. It was believed that tabulation would bear out the strong impression that 10-second announcements were second most often used. The 20-second and 30-second lengths are both used on only a minimal basis over-all—although a few advertisers seem to use them frequently.

Program Buying: RAB estimated that a minimum of 90,000 programs of varying lengths were purchased by national and regional advertisers in second quarter of 1958. Because of the monumental detail work necessary to put its report together, RAB had not gotten to the job of breaking down the programs by length at press time. But, again on the basis of strong impression by those who compiled the report, it's clear that five-minute programs are most often bought. Second-ranking category, RAB is sure, is the half-hour program although it is a small segment of the total. The leading form of five-minute program, RAB points out, is obviously the news show.

Network Lineups: In years past, radio networks required certain minimums from buyers. The policies varied with the network but station lineups tended to be long and national (with exceptions). In recent years, much attention has been devoted to the concept of network flexibility—shorter-term contracts, shorter-length networks and so forth. Inspection of RAB's list of network clients and the number of stations they buy, however, indicates a tendency toward uniformity in number of stations ordered by most of the better-known national advertisers.

Job of Convincing

Sidelights: Radio still has to convince some advertisers that it can sell their products even without the aid of a picture.

However, inspection of the list of second-quarter advertisers reveals how many advertisers who have traditionally relied on pictures now also use radio—and paint pictures inside the minds of listeners. For example, two brassiere manufacturers use radio—and usually women's foundations advertising is built strongly around a picture of the garment—with or without a model and with or without dreams of romance.

The RAB second-quarter client list, which is available to national advertisers and agencies, is the second in a series of such reports to be made available by RAB. It is based on a one-third sample of the industry (see *RAB Helps Break Through Radio Measurement Barrier*, p. 34). • • •

RANKS 11th
IN THE NATION
in per family income
($7,339.00)
Source: 1957 Survey of Buying Power

COLUMBUS GEORGIA
3 county metropolitan area
USES THE LOCAL & NATIONAL FAVORITE

WRBL

TELEVISION:
COMPLETE DOMINANCE
• MORNING • AFTERNOON • NIGHT
FIRST IN 97.3% OF ALL QUARTER HOURS
Area Pulse—May, 1957

RADIO:
LEADS IN HOMES DELIVERED BY 55%
Day or night monthly. Best buy day or night, weekly or daily, is WRBL—NCS No. 2.

WRBL
AM — FM — TV
COLUMBUS, GEORGIA
CALL HOLLINGBERY CO.

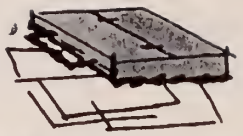
POWER . . . 50,000 watts of it . . . PROGRAMMING . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

ADAM YOUNG, INC., *National Rep.*

J. E. Campeau, *President*

GENERAL OFFICES
GUARDIAN BLDG., DETROIT

report from representatives



Triple-Spotting Is Generally Avoided, H-R's Paul Weeks Argues

"Radio has no tripple-spotting problem," declares Paul R. Weeks, vice president and a partner of H-R Representatives Inc., New York.

"Even during peak commercial loads," he states, "a knowledgeable radio announcer finds it easy to break up a commercial sequence with a bit of straight entertainment. A time check, station ID jingle, a diverting ad lib or topical joke and a potential triple spot is nipped in the bud."

As a retort to recent charges made by agencies, Mr. Weeks says, "It's a rare station that will place three spots back to back after a newscast or record without breaking the pace with the latest weather forecast, a traffic report or an 'on the way to the studio' anecdote.

"One of the highest rated independents in the country, which is frequently in a sold-out condition, can point with pride to its record of only one *double* spot each broadcast day. This double occurs immediately preceding the eight o'clock news. In spite of this station's formidable commercial load, it almost never needs a double, let alone a triple," Mr. Weeks declares.

"There are those who may say," he continues, "that this is semantic quibbling; that while there is not a literal triple-spotting problem in radio, there is a serious 'over-commercialism,' especially during peak listening hours.

"But I stand pat. Radio has no over-commercialization problem, either," Mr. Weeks avers.

"Good radio has one common denominator: good sound. To be entertaining, to be an effective sales medium, radio must have good sound. And good sound is by no means destroyed by a heavy commercial load professionally handled—on the contrary, it is enhanced by the commercial content.

"Commercials, well handled, provide balance to radio programming," Mr. Weeks declares.

"The 'formula' stations know this well," he states. "One such group owns a station which is now under-commercialized. This station constantly simulates commercials with salutes to this and that, promotions and the like to provide balance. They very logically want their station to sound heavily commercialized.

"We must not lose sight of the fact," Mr. Weeks continues, "that the majority of radio listeners consider sales messages highly entertaining and look forward to hearing their favorites.

"Each season," he states, "has its own *cause celebre*. This year it is triple-spotting and its companion in arms, 'over-commercialization.' These phrases have become emotional triggers, capable of raising the hackles of nearly everyone in broadcast advertising. (And it seems that the very advertisers who insist on 'driving times only' are making the most vociferous objections.)"

Mr. Weeks asks, "Why is it so generally supposed that two commercials running back to back will have memorability, whereas one more added to the sequence will lull the listener into oblivion?

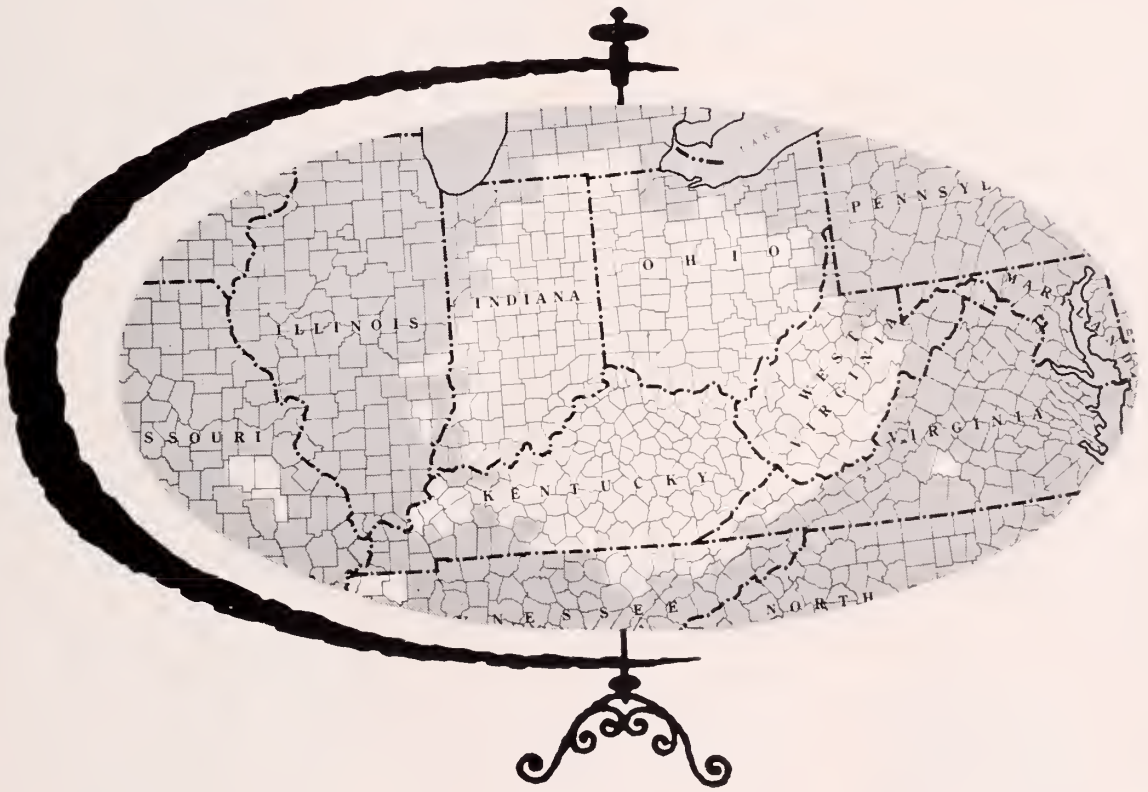
"The reason," he states, "is that nobody really knows exactly what affects human retentiveness. Psychologists tell us that retention is influenced by a great many factors other than the number of different impressions received within a given period of time.

"Memorability is strongly influenced," Mr. Weeks says, "by such considerations as the degrees of motivation inherent in the advertising appeal, the pleasantness of the subject matter, the emotional impact of the message, the context of the program vehicle, the personality of the announcer and his emotional associations.

"The most successful radio programming in each market carries the heaviest commercial load, aired by the stations often accused of 'over-commercialism,'" Mr. Weeks declares. "But such programming attracts large audiences because its sound is good despite, or more likely because of, the entertaining commercials they carry." • • •

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

TO MEET HEAD ON
A NEED THAT EXISTS
IN THE RADIO FIELD
TODAY ...

* U.S. RADIO

for the buyers and sellers of radio advertising

An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- ONE YEAR $3.00
- TWO YEARS $5.00

WRITE CIRCULATION DEPARTMENT

U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

WIL RUN AGAIN

In a recent letter to Boyd Lawlor, Mid-West Sales Manager for Community Club Services Incorporated, John Box, Jr. of the Balaban stations stated that "Community Club Awards has enabled us to prove just how effective radio can be. We are using CCA on all three of our stations and will kick off our second campaign at WIL in September.

John Box, Jr.

In addition to being a tremendous public service factor, Community Club Awards enables us to bring clients into radio who have not previously included radio in their budget. CCA means greater prestige, but, more important, it means more dollars from new business."

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

report from agencies

Baltimore Agency Executive Seeks Exchange of Data On Radio Station Profiles

A Baltimore advertising agency with 70 percent of its broadcast billings in radio is tackling the problem of qualitative research with a station evaluation questionnaire that is being mailed to broadcasters in out-of-town markets.

Marshall Hawks, radio-tv director, Emery Advertising Corp., reports that the results obtained in the three months since the questionnaire was initiated have in several cases caused the agency to alter its buying schedule.

Emery, which bills nearly $2 million a year, 25 percent of it in radio-tv, has been concerned for some time, Mr. Hawks states, with the lack of "knowledge in depth about radio stations in out-of-town markets.

"I can buy time fairly intelligently in Baltimore, but I lack any such sureness when I buy in other markets," he says. "We must have this depth of knowledge and a total familiarity with markets and stations to buy intelligently. Ratings must be tempered with judgment by shrewd timebuyers."

As a step toward greater familiarity with station profiles, the Emery questionnaire is designed to show an accurate picture of their programming, their news, their service and their sports coverage."

Mr. Hawks reports that so far the evaluation form has been sent to approximately half a dozen markets where Emery's largest radio client, the Family Finance Corp., is considering buys. Among them are Atlanta, Philadelphia, Miami and Salt Lake City.

The information received has proved valuable enough to induce Mr. Hawks to suggest that other agencies undertake a similar program on a kind of reciprocal trade basis.

In a speech before the annual meeting of the Affiliated Advertising Agencies Network in Baltimore last month,

Marshall Hawks, Emery Ad Agency.

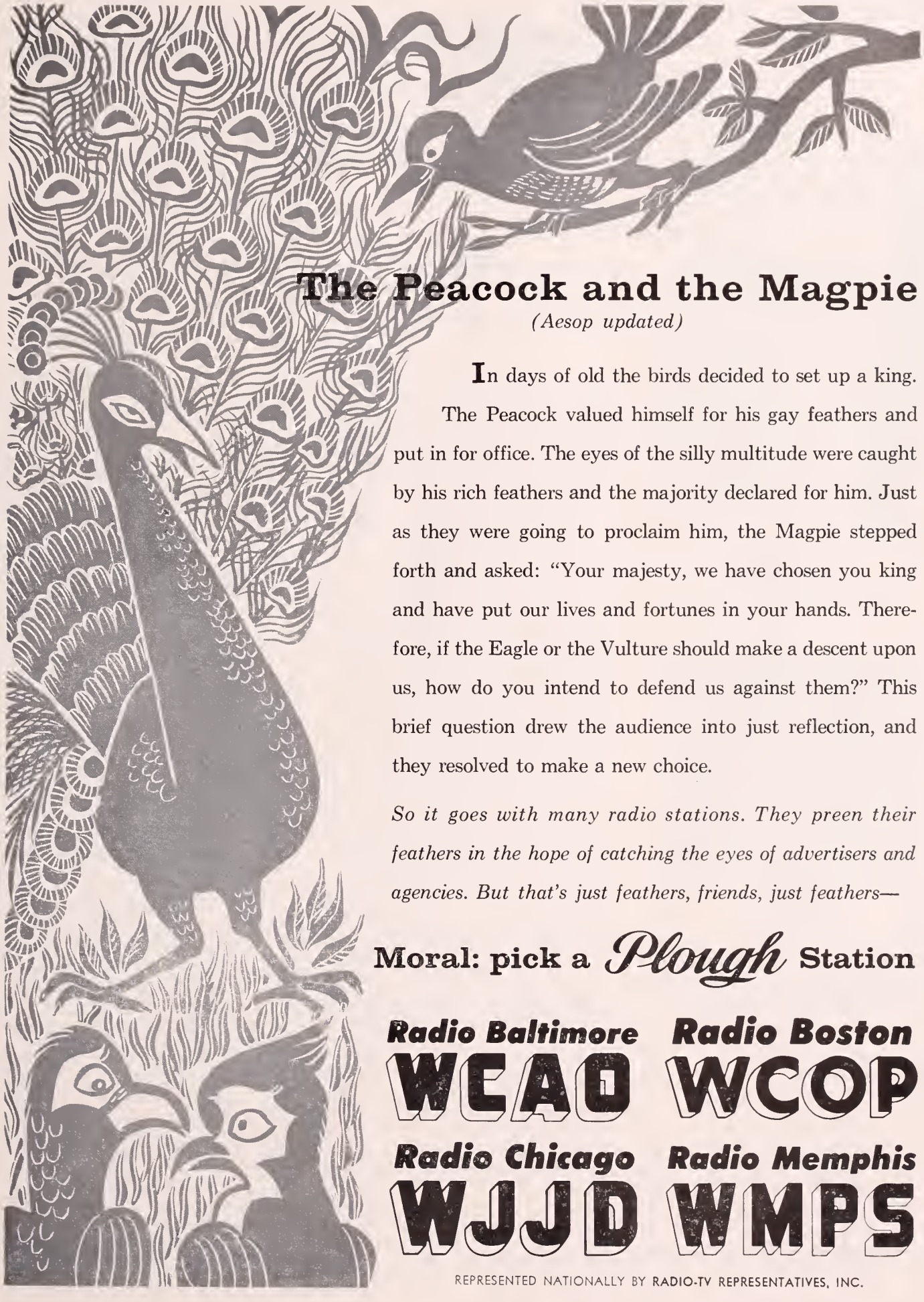
Mr. Hawks proposed that member agencies make a broadcast media study in their own cities which they would make available on request to their colleagues in other markets.

"At Emery, we would like to see every member make a detailed and factual study of his own market that would answer the following questions: What are the ratings? What is each station's profile? Who are outstanding personalities on the local scene and what products do they sell best? What are the audience composition and socio-economical profiles of each station?"

Such studies would dovetail with the stated aims of the AAAN, according to Mr. Hawks, which include "providing an interchange of advertising services and information on a world-wide scope."

AAAN is an organization of 50 independently owned agencies with offices in 40 major U. S. cities plus Japan, Canada, Hawaii, Colombia, the Philippine Islands and Australia. It was formed to provide clients of member agencies with the supplementary advertising, merchandising and marketing services of similar organizations in other areas.

"If such an exchange of information were instituted," says Mr. Hawks, "we could use it in conjunction with ratings data. Lowest cost per thousand is, of course, important, but we are just as interested in finding out the answer to the question: lowest cost per thousand of *what?*" • • •



The Peacock and the Magpie

(Aesop updated)

In days of old the birds decided to set up a king. The Peacock valued himself for his gay feathers and put in for office. The eyes of the silly multitude were caught by his rich feathers and the majority declared for him. Just as they were going to proclaim him, the Magpie stepped forth and asked: "Your majesty, we have chosen you king and have put our lives and fortunes in your hands. Therefore, if the Eagle or the Vulture should make a descent upon us, how do you intend to defend us against them?" This brief question drew the audience into just reflection, and they resolved to make a new choice.

So it goes with many radio stations. They preen their feathers in the hope of catching the eyes of advertisers and agencies. But that's just feathers, friends, just feathers—

Moral: pick a *Plough* Station

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

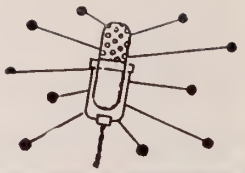
NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street, New York 19, N. Y.

report from networks



Stepped-Up Sales, Growing Affiliations Reported by Networks

NBC racked up $3,800,000 in net revenue during a three-week period in August, "representing the greatest volume of business for such a short period of time since the fall of 1956," according to William K. McDaniel, vice president for network sales.

Two 52-week orders for more than $1 million—by Warner Lambert Pharmaceutical Co. for Anahist and the Mogen David Wine Corp.—led the sales activity. Renewals came from Lewis-Howe Co. for Tums, Brown & Williamson Co., Gillette Safety Razor Co., Clinton Engine Corp., Morton Salt Co., A. P. Parts Co., GMC Truck Division, Lever Bros. Co., U. S. Steel Corp., Carter Products Inc. and Andrew Arkin.

Also, in what NBC claims to be "the largest promotion for an anti-freeze in the history of network radio," the Commercial Solvents Corp., manufacturers of Peak and Nor'way, will sponsor numerous "Star Dust" segments of *Monitor*. A total of 246 announcements over six weekends in September and October, key times for anti-freeze sales, will be utilized.

A dozen other orders totaling $725,000 in net revenue were announced earlier by Mr. McDaniel.

Hertz Promotion

At one ruble and 40 kopeks each, post cards were mailed from the Soviet Union by Robert Trout to 1,500 Hertz Auto Rental Dealers in the U. S. The CBS promotion was designed to let the dealers know that their parent company had purchased sponsorship of Trout's evening newscast, which he will resume after his tour of Russia.

Other large purchases of CBS time have been made by Miles Laboratories, American Tobacco Co. and Standard Brands Inc. Miles has renewed one news program and added another for a $1 million-plus buy, according to John Karol, vice president in charge of sales. The purchase marked the second consecutive year of network sponsorship with CBS, Mr. Karol says.

Contracts with American Tobacco and Standard Brands totalled more than $600,000 in new business. Standard Brands will add a weekly quarter hour to its present sponsorship schedule and American Tobacco, for Tareyton cigarettes, picked up 11 *Impact* segments.

Other new names on the CBS sponsor list are Foster-Milburn Co., Food Specialties Inc., Cowles Magazines Inc. and Renuzit Home Products.

Record ABC Month

ABC reports the signing of 13 new advertisers in addition to two renewals and extension of sponsorship by another advertiser. With this announcement, John H. White, director of network sales, states that sales in July topped previous highs for the like month of the past five years.

Six advertisers signed for Don McNeill's *Breakfast Club* during the month. They are: The Angostura-Wupperman Corp., Magla Products Inc., The Mentholatum Co., C. H. Musselman Co., Puritron Corp. and J. A. Wright & Co.

Signing for news broadcasts were Cadillac Motor Car Division of General Motors Corp., Beltone Hearing Aid Co. and the GMC Truck & Coach Division.

MBS Affiliation News

In the second quarter, 18 stations have joined the Mutual Broadcasting System and 43 affiliates have renewed contracts, according to Armand Hammer, MBS president-chairman. Independents joining Mutual are WDOK Cleveland; WZIP Cincinnati; WTMT Louisville, Ky.; WPEG Jacksonville, Fla; WAND Canton, O.; WLIV Livingston, Tenn.; KBLO Hot Springs, Ark.; WTAL Tenn., and WDSR Lake City, Fla. Nine others were reported previously in this column. • • •

report from Canada

Canadian Radio Stations Push for Power Increases, Donald Cooke Declares

There is a trend in Canada at the present time toward radio station power increases, according to Donald Cooke, president of Donald Cooke Inc., New York, and representative for 22 Canadian stations.

"The frequencies are there and many stations are taking advantage of their present prosperity to improve their facilities," he says. Mr. Cooke expects the extended coverage to draw new advertising both locally and nationally.

"Our best year for Canadian sales was 1957," he declares, "and the first six months of this year have shown a further billings increase on every station we represent."

Mr. Cooke also notes that many Canadian stations are charging higher rates partly as a result of heavier business and, in some cases, to meet the cost of raising their power, "a very expensive proposition."

Justified Increases

In Montreal, Toronto and Ottawa, three of Canada's five largest markets, rates on Mr. Cooke's stations have risen approximately five percent, he says. Rate increases can be justified, in his opinion, because of the tremendous reach of the medium.

As of a year ago, according to the Dominion Bureau of Statistics, there were 4,055,000 Canadian households, of which 3,894,000 owned radios. More than 2.8 million of these homes possessed one radio; 739,000 had two, and 188,000 had three. There were, then, only 161,000 households without radios in Canada.

Radio stations themselves are increasing in number with a total in January 1958 of 200, of which 24 belong to the Canadian Broadcasting Corp. and 176 to private broadcasters. This is opposed to 119 radio stations in operation in 1955.

While the number of these stations applying for power increases cannot be made public, according to the Telecommunications Branch of the Department of Transport, Ottawa, all indications are that a significant percentage are seeking power hikes and that most of them will be granted.

Power Boosts

Mr. Cooke reports that six of his Canadian stations have recently been granted power boosts by the CBC: CKVL Montreal has jumped from 10,000 watts to 50,000; CHLO St. Thomas, Ont., CHUB Nanaimo, B. C., and CKLG Vancouver, B. C., have gone from 1,000 watts to 10,000; CKTR Three Rivers, Que., and CFAM Altona, Man., have jumped from 1,000 watts to 5,000.

Among the reasons for the trend to higher wattage is that the radio industry is anticipating advertiser demand for increased coverage. Since many cities in Canada are now too small to support television stations (there are only five cities in the dominion with more than 400,000 persons), radio people feel that advertisers and agencies are going to rely more heavily on the sound medium as population and consumer demand increase.

Attract Business

In addition, stations are interested in power increases for competitive reasons, hoping to attract business to their particular operations because of their wider coverage. Due to the relatively small number of stations in Canada and the widely dispersed population, stations are trying to blanket groups of outlying towns to include as many people as possible within range of their signals. • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- FULTON
- MEXICO
- COLUMBIA
- JEFFERSON CITY

The real measure of KFAL-Ads is found in RESULTS! Cash Register Results! If you are "Survey Conscious" . . . then a good look at NCS#2 will show that of Stations heard throughout Central Missouri, KFAL is on top of the situation with more listeners per Daily Average Daytime Circulation than any other Central Missouri Station regardless of power! Low Cost-Per-Thousand Families and High Effectiveness means KFAL-RADIO every time!

Contact—
WARREN STOUT, National Sales Manager
KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

RADIO RESEARCH (Cont'd from p. 17)

gory includes attic, airplane, bicycle, boat, chicken house, cave, doctor's office, fire tower, greenhouse, prison camp, swamp, telephone booth and tractor.

Contest announcements were scattered throughout the WBT schedule from 5:15 a.m. to 1:15 a.m. over a two-week period.

Another example of what stations are doing and can do to examine qualitatively their audience is illustrated by WGY Schenectady, N. Y. Also as part of a contest, 1,107 detailed questionnaires were mailed to women who had entered a game on the *Martha Brooks Show* (9:15 to 10 a.m. weekdays). A total of 488, or 44.08 percent, of the questionnaires were returned.

Among the things WGY was able to learn about the listeners to this program were percentage breakdowns on age, ranges of annual income, marital status, educational level, size of family, sex of children and age of children.

In addition to this personal data, the station also inquired as to the radio listening habits of its female audience.

WGY discovered where in the house its audience is listening and what the listener is doing at the moment; it found out how many days of the week listeners tune in to *Martha Brooks* and what feaures of the show are preferred. Among other things, WGY also learned how long its listeners have been tuning in to the show; what products or services advertised on the show did they buy, and does the husband or a male relative also listen.

Specific Results

Specifically, the station learned that 59.7 percent of listeners to this program are between the ages of 20 and 44; 84.9 percent of the female audience is married; the largest single share, 36.8 percent, had an annual income of between $3,000 and $5,000 while the next largest share, 26.6 percent, had an income of between $5,000 and $7,000.

Most of the women who replied to the survey, 76.3 percent, generally listen to *Martha Brooks* in the kitchen. The remainder generally listen in: the living room, 10.3 percent; bedroom, 5.4 percent; dining room, 1.7 percent; barn, .1 percent, and basement, .1 percent.

The largest single share of women, 30.4 percent, are doing dishes while the next largest share, 22.7 percent, are ironing. Other listen-time activities include: laundering, 19.2 percent; cleaning and dusting, 10.5 percent; baking, 2.3 percent; bathing the baby, 2 percent; driving, 1.9 percent, among other activities.

About 6.6 percent of the listeners declare they are "just listening."

The increasing attention being paid radio research, on both the national and local levels, is indicative of the need to keep pace in measuring the expanding medium. New steps are being taken to produce additional data that will further enhance radio's role as the mass medium. • • •

Mid-America Broadcasting Company

as basic as the alphabet

EGYPTIAN

Twentieth century scholars tracing the origin of writing believe that the ancient Egyptian word-sign for *hank* was the forerunner of our modern letter H.

PHOENICIAN

The people of Tyre squared off the form and used it to represent the first sound of *cheth* (fence). It was so written on the famous Moabite Stone dating back to the ninth century B. C.

GREEK

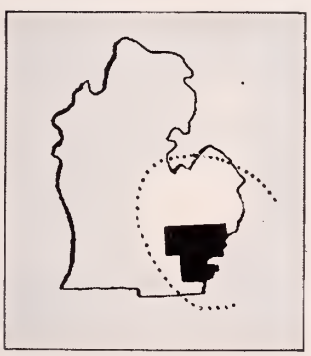
When sea-rovers carried their writing to the shores of Greece, the Hellenes adopted the sign and used it to represent their vowel *eta*.

ROMAN

In the city of seven hills, the H was altered somewhat. But since the Romans used the Greek E to represent the *eta* vowel sound, they gave H the sound we employ today.

H

Historical data by
Dr. Donald J. Llayd, Wayne State University



Heart of the Michigan Market

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Hard sell or soft sell, make WWJ your number one Michigan radio station. Dealers and distributors like WWJ because they know it moves merchandise. Listeners like the station because it gives them modern radio at its best.

Start your fall radio campaign here—with the WWJ Melody Parade, with the WWJ features originating at Northland and Eastland Shopping Centers, with sales-minded personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand. It's the *basic* thing to do!

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

the NUMBER ONE STATION

IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

WEBC

DULUTH • SUPERIOR

See your Hollingbery man
In Minneapolis . . .
See Bill Hurley

WORTH CROWING ABOUT!!!

WREN DELIVERS FOR

26¢ LESS

PER 1000 HOMES

Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only $1.00 . . . . 26c less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check with George P. Hollingbery.

WREN

5000 WATTS - TOPEKA, KANSAS.

radio research

Hooper Breaks Ground For New Building; Nielsen Sets Move in N. Y.

The growth of broadcast research and measurement is dramatized by two moves scheduled for this fall. C. E. Hooper Inc. has broken ground for a new building in Wilton, Conn., and the A. C. Nielsen Co. is preparing to move into new offices in New York.

Hooper's modern two-story building will be four times as large as the present plant at Norwalk, Conn., the firm states, and will house about 50 employees. Increased working area will be provided for the production, statistical and field supervisory units. There will also be space for a printing plant.

Hooper contemplates a grand opening "in the first part of November." The building will be located on Highway 7 in Wilton.

The entire Nielsen New York office will occupy new quarters on the 15th and 16th floors of 575 Lexington Avenue on or about September 15. Moving are the radio and tv departments, the food and drug units and the coupon clearing house.

Total Reach

Bristol-Myers Co. in a four-week June network campaign rang up 109,881,000 total commercial minutes with 242 broadcasts aired. These reached 14,245,000 different homes.

These facts are from an analysis for U. S. RADIO by the A. C. Nielsen Co. to illustrate its revised method of reporting network ratings—from a breakdown by programs to one by sponsor campaigns. The revisions in the Nielsen Radio Index were put into effect last September because of "changing patterns in network radio advertising."

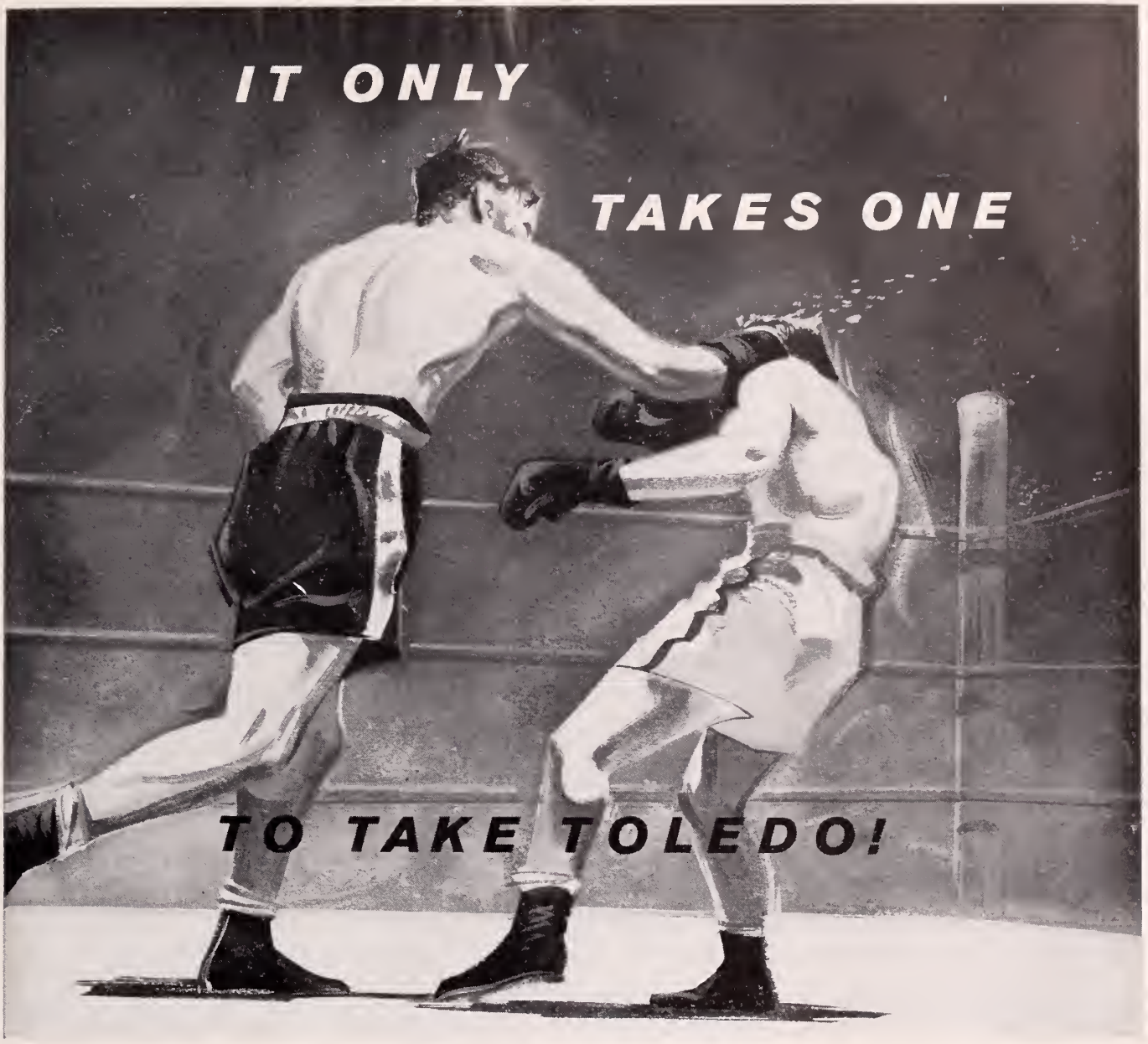
The cumulative approach is designed to give the sponsor an indication of the *total reach* of his package on an individual network for aspecific campaign. •••

Nielsen Radio Index
The Commercial Reach of Network Audience

AUDIENCES REACHED Sponsor	No. Broadcasts Aired	No. Different Homes Reached '000
Bristol-Myers Co.	242	14,245
Ford Div.—Ford Motor Co.	104	13,004
Midas, Inc.	170	12,558
Brown & Williamson Tob.	170	12,558
California Packing Corp.	127	11,416
Chevrolet—General Motors	68	10,969
Plough, Inc.	110	10,374
Ex-Lax, Inc.	91	9,927
R. J. Reynolds Tobacco	104	8,587
Automotive Div.—Amer. Motors	88	8,488
Hertz Corp.	79	7,892
Swift & Co.	48	7,892

Sponsor	No. Comml. Min. Allowed	Total Commercial Minutes Delivered '000
Ford Div.—Ford Motor Co.	215	143,180
Bristol-Myers Co.	181.10	109,881
Wm. Wrigley, Jr. Co.	120	82,794
Brown & Williamson Tob.	127.50	75,923
Midas, Inc.	127.50	74,792
California Packing Corp.	95	57,884
Chevrolet—General Motors	85	49,364
Plough, Inc.	88	44,579
Ex-Lax, Inc.	68.20	43,173
Swift & Co.	59.50	42,338

JUNE 1958



The complete dominance of WSPD radio is illustrated by the fact that SPeeDy has more audience than *all other Toledo stations combined!** This leadership is one that has been maintained throughout the 37 years of WSPD's broadcasting to this billion-dollar market. With imaginative public interest programming, 24-hour news reporting, top talent and features, and continuous audience promotion, SPeeDy continues to make sure that in planning any radio advertising campaign, take WSPD and you take Toledo!

*C. E. Hooper, June-July 1958

"Famous on the local scene"

WSPD

SPeeDY

NBC RADIO in **TOLEDO**

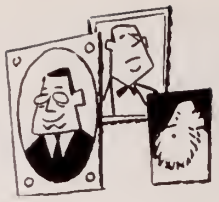
National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

DANIEL A. PACKARD, vice president and marketing director, and RAY J. MAUER, vice president and assistant creative director, named to the board of directors of Geyer Advertising Inc., New York. Also, L. C. MacGLASHAN and WRIGHT NODINE named vice presidents.

DEAN LANDIS appointed vice president in charge of Midwest operations of Compton Advertising Inc.

WILLIAM KING JR., vice president and director, appointed head of West Coast operations by Kenyon & Eckhardt Inc. Also ALLN BLATCHLEY appointed a vice president in the Chicago office.

THOMAS M. MORTON, marketing account executive at William Esty Co., New York, appointed a vice president.

THOMAS P. CROLIUS and HENRY S. JACOBSON, account supervisors, elected vice presidents by Reach, McClinton & Co., New York.

LYNDON W. GROSS, former media director of the Compton Agency, San Francisco, has joined Guild, Bascom & Bonfigli Inc., San Francisco, in a similar post.

ARTHUR STAFFORD, an account executive, named assistant manager of the San Juan, Puerto Rico, office of McCann-Erickson Inc.

EVELYN KONRAD, formerly an editor of *Sponsor,* named by Bryan Houston Inc., New York, as its public relations consultant. Also, CARL W. PLEHATY JR. appointed an account executive and ROBERT WATKINS named associate marketing director by the agency.

PETER RIPPS, formerly merchandising manager of Revlon, has joined Ogilvy, Benson & Mather Inc., New York, as account supervisor.

DAVID ALDRICH, formerly of *Look* and *Newsweek,* has joined Ketchum, MacLeod & Grove Inc., New York, as public relations account executive.

STATIONS

ROBERT J. SULLIVAN, former director of program promotion and merchandising at CBS Radio, named director of promotion and advertising by Corinthian Broadcasting Corp.

JAMES E. BAILEY, vice president, and REGGIE MARTIN appointed managing directors of WAGA Atlanta and WSPD Toledo, O., respectively, by Storer Broadcasting Co.

GEORGE R. COMTE promoted to general manager and vice president of WTMJ-AM-TV Milwaukee. Also, ROBERT J. HEISS promoted to manager of both stations. Mr. Comte replaces WALTER J. DAMM who will retire.

PAUL G. O'FRIEL, former general executive at Westinghouse Broadcasting Co., New York, appointed general manager of WBZ-WBZA Boston-Springfield.

FRED E. WALKER and DONALD D. SULLIVAN, general managers of WTTM Trenton, N. J., and WNAX Yankton, S. D., respectively, elected resident vice presidents of Peoples Broadcasting Corp.

JAMES P. HENSLEY appointed vice president and general manager of WEEP Pittsburgh. He had been sales manager of WBBM Chicago.

HOWARD F. WHEELOCK promoted to general manager of WKNE Keene, N. H.

JERRY GLASER promoted to general manager of WENO Madison, Tenn.

STANLEY N. KAPLAN, former sales manager of WIL St. Louis, named assistant to the vice president of the Balaban Stations.

DICK MORRISON named general sales manager of KBOX Dallas. He had been sales manager of WNOE New Orleans.

BERNIE STRACHOTA, formerly city sales manager of the Miller Brewing Co., Milwaukee, named general sales manager of WRIT Milwaukee.

WILLIAM McKIBBEN, former commercial manager of WDEL Wilmington, Del., named assistant to the vice president of WIL St. Louis.

ROBERT A. BURKE, formerly eastern sales manager of Adam Young Inc., has joined Gordon Broadcasting Co. as general sales manager of KBUZ Phoenix and KVOA Tucson.

REPRESENTATIVES

LOUIS F. ALLEN and TOM O'DEA appointed to the radio sales staff of H-R Representatives Inc., New York.

GEORGE BEAVERS, formerly commercial manager of WGHF Brookfield Conn., has joined the New York sales staff of Broadcast Time Sales.

RICHARD J. DUNNE, formerly with the sales staff of WINS New York, has joined the sales staff of Adam Young Inc.

THOMAS K. HARDY, formerly a senior timebuyer at Donahue & Coe Inc., appointed to the national sales staff of Avery-Knodel Inc., New York.

GEORGE PONTE, former sales representative for WKNB Hartford, Conn., named to the New York radio sales staff of Peters, Griffin, Woodward Inc.

NETWORKS

DR. ELMER W. ENGSTROM, senior vice president and a director of RCA, elected to the NBC board of directors.

HAROLD S. CRANTON named director of sales development and research for ABC Radio.

WILLIAM S. BROWER JR. named manager of program promotion and merchandising for CBS Radio.

RAY DIAZ, formerly national program director for ABC Radio, named director of the station services department of the Mutual Broadcasting System.

CHET YOUNG and MARSHALL KEELING have joined NBC Radio as account executives.

INDUSTRY-WIDE

JOHN F. ACKERMAN, former vice president and manager of WKIT Garden City, N. Y., named director of Community Club Surveys, a research division of Community Club Services.

O'Friel

Comte

Ripps

Strachota

Blatchley

Hensley

Sullivan

Kaplan

U.S. RADIO...

the monthly magazine for buyers and sellers of radio advertising

It has been predicted that "In 1962 radio alone will be doing $1.4 billion . . . double the current figure."

Radio is the mass medium to reach the whole of America.

U. S. RADIO stands ready to fill the needs of advertisers in their use of radio. An analytical and idea magazine for buyers and sellers of radio advertising, U. S. RADIO devotes its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the whys and hows in the successful use of all radio, are supplemented by regular departments presenting in concise form the news and trends of the radio industry.

The Only Magazine Devoted 100% To Radio Advertising

To Receive *U.S. RADIO* Regularly Each Month, Mail In This Form, NOW!

U.S. RADIO SUBSCRIPTION

50 West 57th Street
New York 19, N. Y.

Please see that I receive ***U.S. RADIO***

1 YEAR $3 ☐ 2 YEARS $5 ☐

Name_____ Title_____

Company_____

Type of Business_____

☐ Company or

☐ Home Address_____

City_____ Zone____ State_____

PLEASE BILL ☐ PAYMENT ENCLOSED ☐

EDITORIAL

... tied to radio's growth

RESEARCH PROBLEMS

The increasing attention being given radio research problems is significantly tied to the growth of the medium.

In addition to the quantitative data, there is a pressing need for more qualitative research. The latter is a technical way of describing research that helps pinpoint definite sales prospects.

What is needed is further comprehensive audience composition data that includes age group, income range, among many other things. Research of this type not only will prove invaluable to agencies in selecting their radio buys, but it will also help the radio industry by expanding the known dimensions of the product it sells.

The problem of who is going to pay for the high cost involved in producing detailed information of this type is completely unsettled.

WISHFUL THINKING

A veteran media executive at J. Walter Thompson Co. believes that any worthwhile research project would be supported by the agency. Not all agencies, however, feel this way. As a result, some of the demands for additional data unfortunately fall in the category of wishful thinking.

A research project that is needed today is a coverage survey that will show the distribution of sets throughout the home on a county-by-county basis.

A study of this type would illustrate the regional differences in listening patterns that would be of prime importance to users of radio time.

Admittedly, this would be a costly venture. But what benefits it would reap.

Last year, for example, 15.3 million radio sets were sold—more than in any other year since 1947.

The distribution of these sets across the country by home location should be of vital importance to today's timebuyer who is making today's radio purchase.

PINPOINT THE LISTENING

At present, there are total national estimates showing the number of sets in various locations of the home. But a county-by-county breakdown would graphically pinpoint where the listening is done.

We believe the next time a national coverage survey for radio is undertaken, the distribution of sets throughout the home should rank as important as the geographical spread across the nation.

PROMOTION IDEAS

U. S. RADIO has received many requests from all segments of the industry for a column devoted to promotion ideas.

As we round out our first year of publishing and beginning in this issue (see p. 45), we are presenting just such a feature. The Broadcasters Promotion Association, which was launched approximately two years ago, has been a major factor in the increasing attention being paid by the broadcasting industry to promotional efforts.

We hope this column will be an important step in the exchange of sound ideas that will aid in the building of audiences and will be of value and interest to advertisers and agencies.

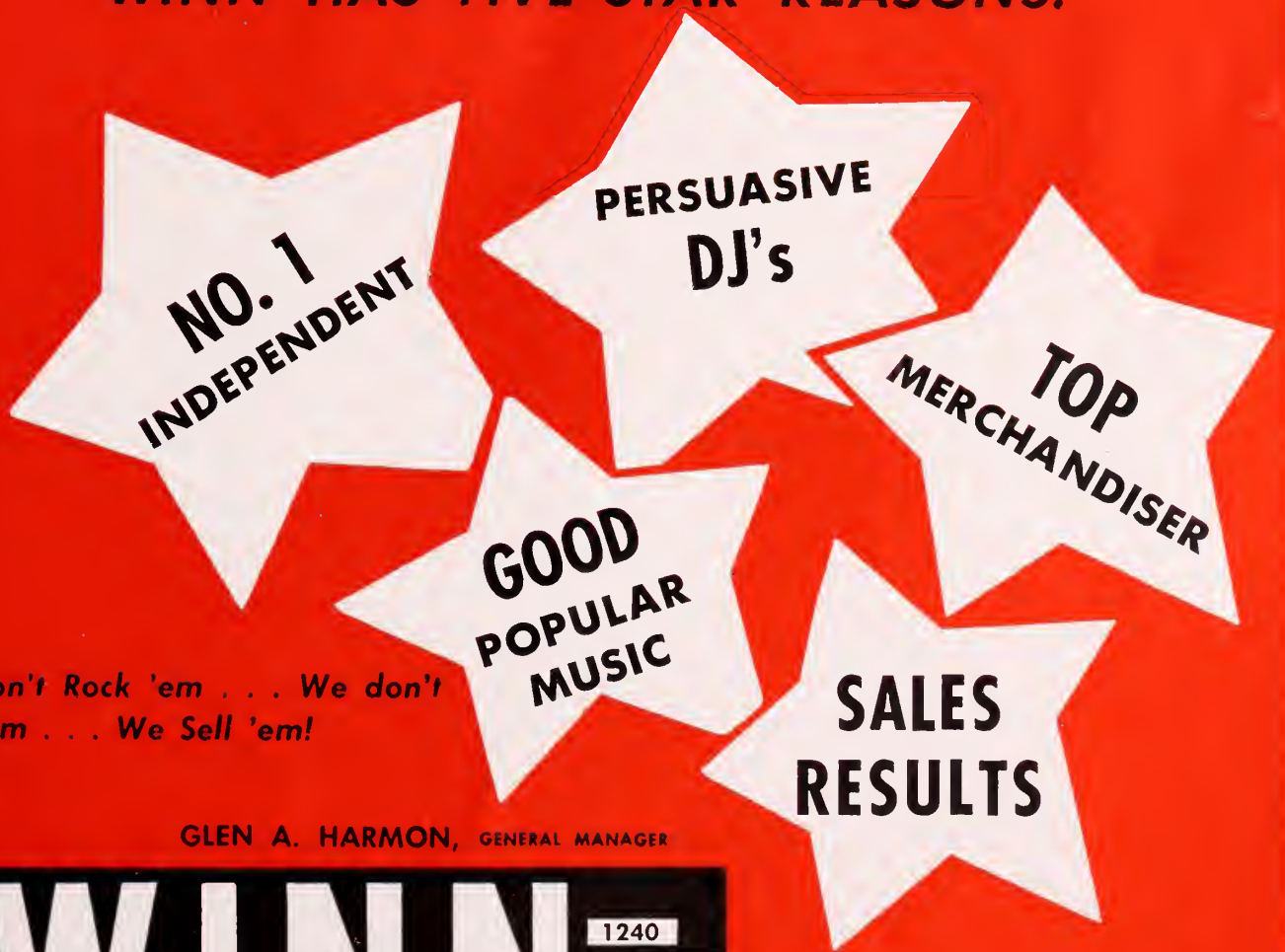
MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND WINN HAS FIVE-STAR REASONS:



We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

"KBOX new bright personalities—all winners in my book."
Bill Crook, Jr.,
Crook Advertising Agency

"...KBOX programing—a public service in itself..."
Howard Fisher,
Radio-TV Director, Rogers & Smith

"...Great programing, exciting promotions, a really sensational station! Welcome."
Bill Dunagan,
Clarke Dunagan & Huffines, Inc.

"Tremendous to hear all that great music ...with little emphasis on Top 40..."
Alex Pappas,
VP, Erwin Wasey—R&R

"...KBOX fresh programing, formidable performers will go a long way in Big D..."
Mitch Lewis,
Mgr., Couchman Advertising Agency

"KBOX is a much needed station filling a void in the Dallas radio market."
Fred Wilson,
VP Paul Berry Co

"A refreshing relief from straight rock and roll...Well balanced programing."
Ted Workman,
Ted Workman Advertising Agency

"...KBOX programing...wonderful and refreshing..."
Ted Hosbrouck,
Dallas Mgr. — BBD&O.

WONDERFUL KBOX!

Balaban 50

In just 8 shart days of Balaban balanced programing . . . enjoyable music . . . bright happy personalities . . . actian central news . . . 24 hours a day . . . Wonderful KBOX has put "Dallas in Wonderland." The air is filled with wonderful comments.

SOLD NATIONALLY BY:
Robert E. Eastman & Co., Inc.
NEW YORK, CHICAGO, SAN FRANCISCO

BALABAN

WIL ST. LOUIS | WRIT MILWAUKEE | KBOX DALLAS

STATIONS . . . IN TEMPO WITH THE TIMES

for buyers and sellers of radio advertisin

U.S. RADIO

VOL. 2—NO

OCTOBER

1958

35 CENTS

FIRST ANNIVERSARY ISSUE

N-DRIVING HOURS
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reakthrough Is Seen
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E FLEXIBLE SELL
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AP STICK
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Reach Whole Family
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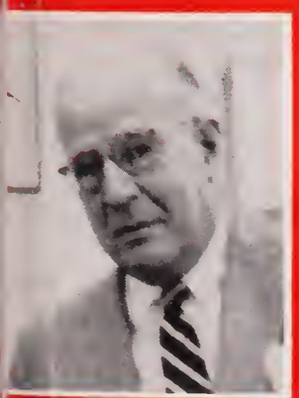


Donald Cady

cate Ups Radio Budget
Percent to Help Ease
tant' Coffee Pressures

page 30

STARDUST

is NBC Radio's brilliant new programming concept, that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly programming are a series of five minute vignettes . . . fresh, timely entertainment, especially created for these

STARDUST

segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, two dozen in all of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. Altogether,

STARDUST

provides prestige, glamour, and merchandising impact at a sensible low cost, that makes network radio today's most efficient media buy.

NBC RADIO

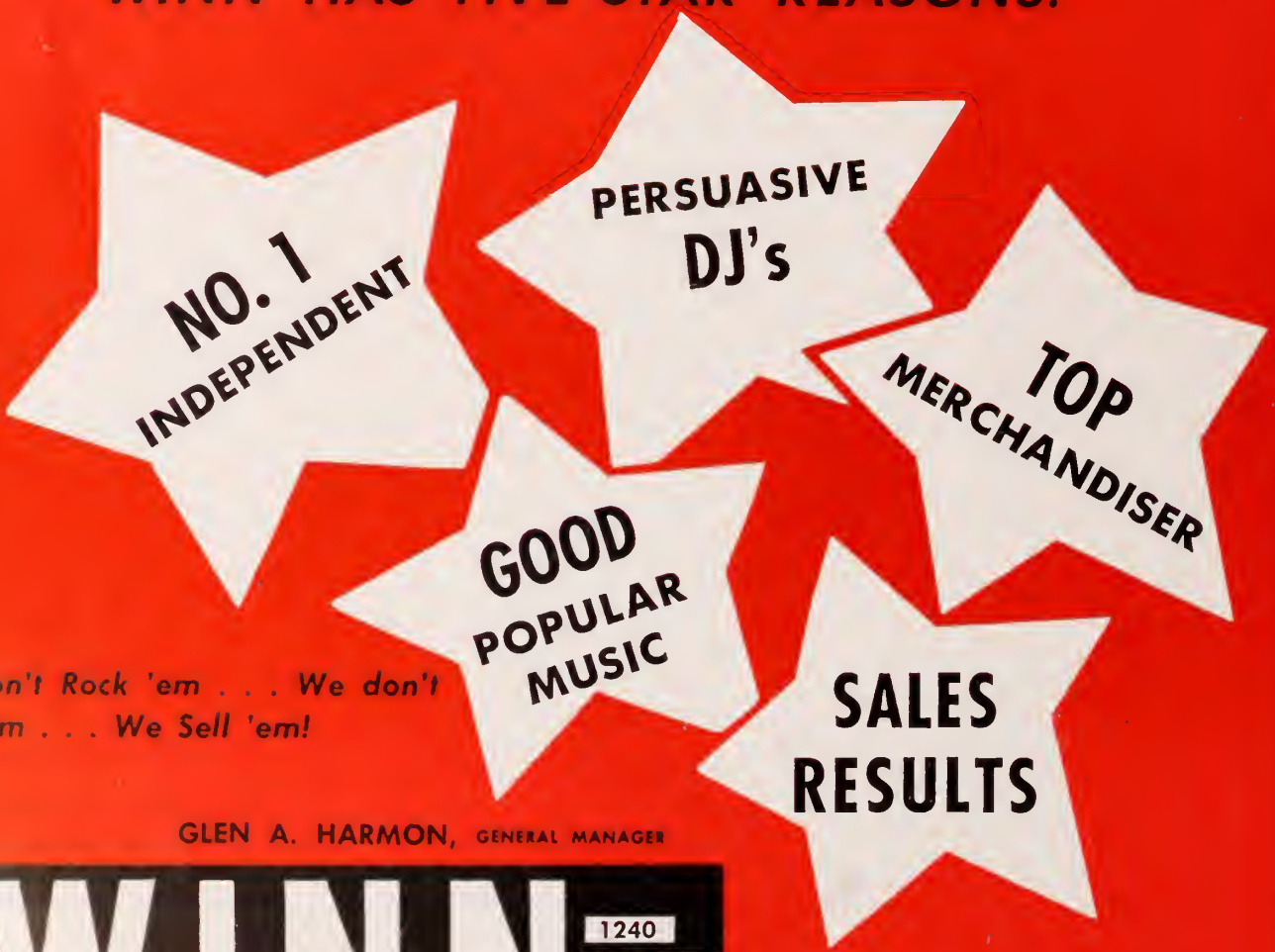
MORE NATIONAL SPOTS

WERE SCHEDULED ON

WINN

...IN THE PAST 30-DAYS THAN ANY OTHER LOUISVILLE RADIO STATION!

There must be a Reason why . . . AND
WINN HAS FIVE-STAR REASONS:

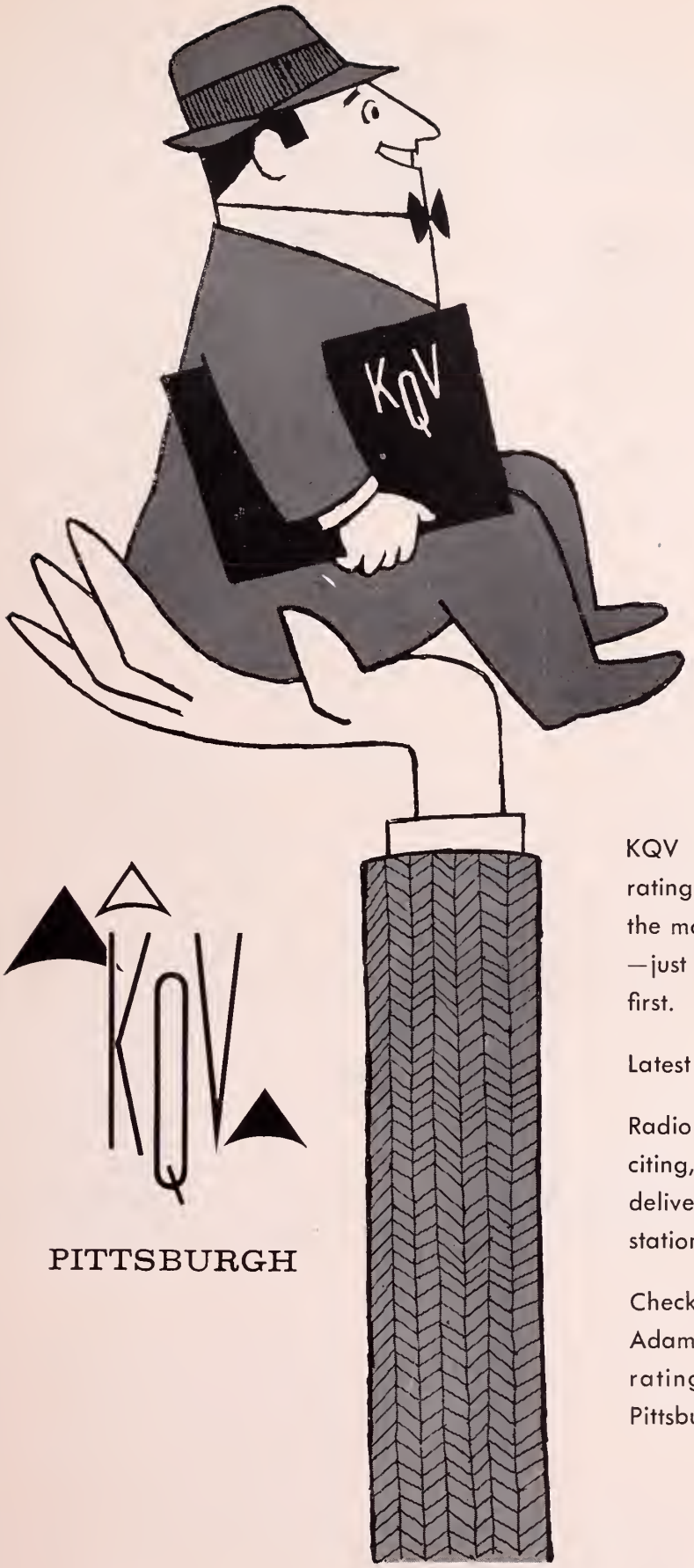


We don't Rock 'em . . . We don't Roll 'em . . . We Sell 'em!

GLEN A. HARMON, GENERAL MANAGER

WINN 1240 LOUISVILLE'S POPULAR MUSIC STATION

Represented by
AVERY-KNODEL
INCORPORATED
NEW YORK ATLANTA DALLAS DETROIT
SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



A TERRIFIC RATING BOOST IN PITTSBURGH

KQV

PITTSBURGH

KQV is climbing steadily toward the top of the rating ladder. **Pulse** shows KQV a solid third in the morning and a strong second in the afternoon —just one percentage point away from second and first.

Latest **Hooper** agrees, too.

Radio has changed in Pittsburgh, paced by the exciting, dramatic new program format of KQV, now delivering more homes per dollar than any other station in the area.

Check general manager Ralph Beaudin or your Adam Young representative for availabilities . . . ratings . . . the full story of the new sound in Pittsburgh!

ADAM YOUNG INC.

NEW YORK • CHICAGO • ST. LOUIS • ATLANTA • LOS ANGELES • SAN FRANCISCO • DETROIT

A RINGER FOR SALES

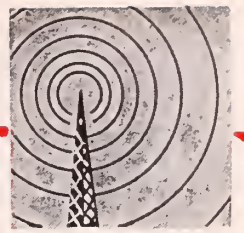
Don McNeill's Breakfast Club . . . broadcast clock hour coast to coast . . . carried by over 94% of ABC stations . . . gives you more inside coverage of the nation's top 200 markets than any other radio program.

he checks out results like these:

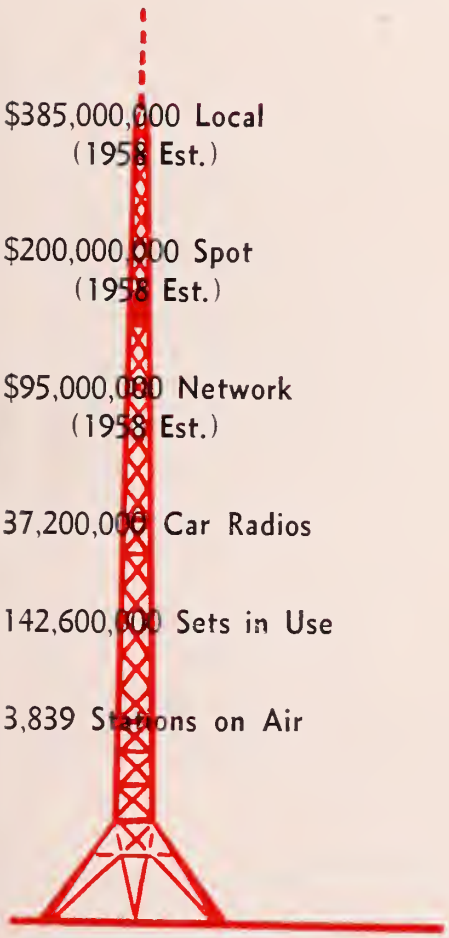
- ✓ Kretchmer Wheat Germ (protein food supplement). "Substantial sales increases . . . month after month."
- ✓ Perma Starch (laundry product). "We expect (when possible) to continue (Breakfast Club) for the next 5 years."
- ✓ Admiral (transistor radios). Mail replies: 11,473; morning TV, 5,400.
- ✓ Py-O-My (pie mix). "In our books, Don is America's number-one salesman."
- ✓ Sandran (floor covering). "A perfect complement to our TV schedules . . . a strong personality salesman who gives our product claims believability."

Don McNeill rings up sales every minute he's at work. Monday through Friday, from 9 to 10 a.m., Don, Fran "Aunt Fanny" Allison, comedian Sam Cowling and singer Dick Noel lead millions of happy marchers around the breakfast table . . . and down countless checkout aisles in ABC Radio's vast sales territory. Join Don and the gang . . . they're ready to start tallying new sales for your products, too.

ABC RADIO NETWORK



Radio's Barometer



Spot: When the Station Representatives Association estimates on national spot revenue are compiled, in the opinion of Lawrence Webb, SRA managing director, the third-quarter figure for 1958 should be approximately as high as the third quarter of last year. That figure—for July, August and September 1957—stood at $44,626,000.

Network: Forty-one advertisers are launching new campaigns on the NBC Radio network during the last four months of 1958 which amount to more than $5 million in net revenue, according to Matthew J. Culligan, executive vice president in charge of NBC Radio. The figure represents only campaigns with kick-off dates between September 1, 1958, and January 1, 1959, Mr. Culligan states.

CBS program sales totalled more than $4 million for the network's fall season, John Karol, vice president for network sales, announces. "Sizable buys" by R. J. Reynolds Tobacco Co., Oldsmobile and other leading advertisers are responsible for the surge, he reports (see *Report from Networks*, p. 71).

Local: Nearly nine out of 10 stations are predicting a business increase for the second half of 1958 compared with the same period last year, according to the results of a nationwide survey by RAB. Of the stations polled, 87 percent expect to record an increase in gross sales for the June to December months. Stations in medium and large markets were more optimistic, RAB reports. Those expecting increases according to market size are: 91.7 percent—medium, 90.9 percent—large, 83.2 percent—small.

Stations: Total stations on the air, both am and fm, increased again in September—to 3,839, up 16 over August:

	Commercial AM	*Commercial FM*
Stations on the air	3,281	558
Applications pending	424	43
Under construction	95	86

Sets: Total radio set production including car radios for July, according to Electronics Industries Association, was 621,541; for first seven months, 5,582,834 sets. Total auto radio production for July was 186,379 sets; total for seven months, 1,650,898. Total radio set sales for July excluding auto was 488,495; for seven months, 3,452,833. Transistor sales for July were 2,631,894 (dollar volume, $6,598,762); for seven months, 21,084,218 (dollar volume, $49,443,848). Fm set production for July totalled 11,816 (see *Report on FM*, p. 72).

Sales Idea

How to reach your Objective

IN BUFFALO

It's much easier with

WBNY

- Lowest cost-per-thousand listeners!
- Biggest volume of national advertising!
- Biggest volume of local advertising!
- Always GOOD . . . now a MUST!

Call Masla Quick!

for buyers and sellers of radio advertising

U.S. RADIO

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the Star stations

Your "MUST BUY" Stations

KMYR DENVER

TIED FOR FIRST PLACE ALL DAY — JULY PULSE

★ ★ ★ ★

17 County Area Pulse - July

More quarter-hour firsts than any other station, 6 AM to 6 PM

- Morning - 3 Points out of 1st
- **AFTERNOON - 1st PLACE**
- Evening - 2nd Place

★ ★ ★ ★

HOOPER-July-Aug.-1st ALL DAY

See Adam Young or chat with General Manager Chic Crabtree

KOIL OMAHA

SOLID NO. 1

Morning - Afternoon - Evening

★ ★ ★ ★

- **PULSE - June - Mon thru Sat**

6 AM to Midnight **1st Place - 30.5 share**

★ ★ ★ ★

- **HOOPER-June-July 43.5 share**

Dominant First ALL DAY

See Avery-Knodel or Station Manager James H. Schoonover

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — *President*

★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL

★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

Looks easy, but...

takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job – but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by

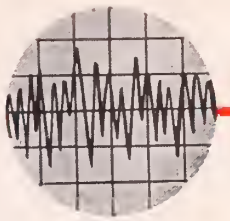
THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price $1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York ... WABC	Washington ... WWDC	Miami ... WQAM	San Antonio ... KAKI	Wheeling-Steubenville ... WWVA
Chicago ... WLS	Baltimore ... WFBR	Kansas City ... WHB	Tampa-St. Petersburg ... WFLA	Tulsa ... KRMG
Los Angeles ... KFWB	Dallas-Ft. Worth ... KLIF-KFJZ	New Orleans ... WDSU	Albany-Schenectady-Troy ... WTRY	Fresno ... KFRE
Philadelphia ... WFIL	Minneapolis-St. Paul ... WDGY	Portland, Ore ... KGW	Memphis ... WMC	Wichita ... KFH
Detroit ... WXYZ	Houston ... KILT	Denver ... KTLN	Phoenix ... KOY	Shreveport ... KEEL
Boston ... WHDH	Seattle-Tacoma ... KING	Norfolk-Portsmouth-Newport News ... WGH	Omaha ... WOW	Orlando ... WBDO
San Francisco ... KGO	Providence-Fall River-New Bedford ... WPRO	Louisville ... WAKY	Jacksonville ... WJAX	Binghamton ... WNBF
Pittsburgh ... WWSW	Cincinnati ... WCPO	Indianapolis ... WIBC	Nashville ... WSM	Boise ... KIDO
St. Louis ... KXOK		Columbus ... WBNS	Knoxville ... WNOX	Bismarck ... KFYR

soundings



Spot News Sponsorships Growing, Blair's McCoy Notes

A greater variety of advertisers show interest in spot news sponsorships this year, according to Blair's executive vice president, Art McCoy. He indicates that some of the long-standing news clients pulled in their horns during the economic downturn making way for new advertisers who had never been able to get a news buy before. Mr. McCoy also notes a trend this year towards shorter spot announcements (under a minute) bought with more frequency.

Timebuyer Radio Listening, Editorializing Studied by RAB

Timebuyers *do* listen to the radio, says RAB, which claims it has just completed the first survey ever made on the subject. The group as a whole, according to the study, listens an average of two hours and 19 minutes daily. Slightly more than half (50.4 percent) listen before 9 a.m., and almost half (48.8 percent) tune in after 5 p.m. In another study, RAB reveals that 26.2 percent of the stations polled now editorialize on a regular basis and that 63 percent of these started this year or last.

Advertisers Make Use Of Four Networks Simultaneously

Increasing use of all four networks simultaneously is being noted in radio circles. Outstanding examples are the Pepsi-Cola Co. (see *Time Buys*, p. 10) and Ex-Lax. The soft drink firm has launched a 14-week cycle and the laxative company has been on all networks since the beginning of the year, principally in the soap operas.

Newspaper Expands Logs On Radio Program News

The *Buffalo Evening News* is launching a weekend section which will encompass both radio and television program news. The 16-page tabloid, called *Tv-Radio Topics*, will cover more than 30 radio and tv stations in western New York, Pennsylvania and Ontario areas.

MBS Management Team Remains Intact

The management team operating MBS before the network's sale to Hal Roach Studios Inc., of Hollywood, a division of the Scranton Corp., will remain intact for the time being. While making this announcement, Armand Hammer, outgoing chairman and president, said that he will continue as director and consultant and that Blair Walliser, who was administrative vice preident, becomes executive vice president and general manager. Mr. Hammer gave credit to the group for the upsurge in number of affiliates since it took over in August 1957—350 to 446, and for the "return of many blue-chip clients" to MBS.

Radio Forces Oppose AT&T Plan for Rate Hike

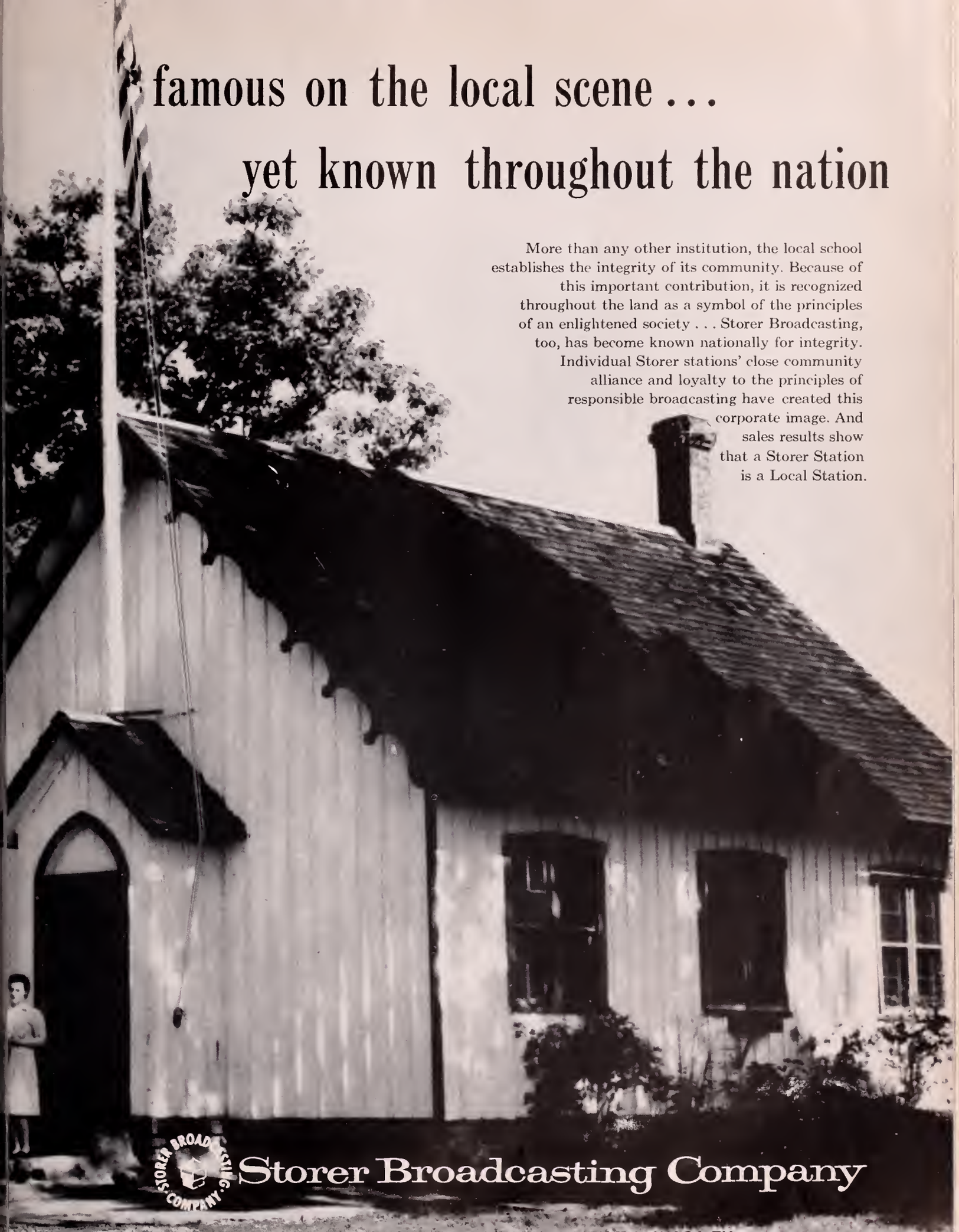
Opposition is brewing by radio forces to a rate increase proposal on news teletype facilities by Western Union and AT&T because it would affect radio news coverage. Such an increase, NAB told the FCC, "might cause many small radio stations to eliminate or curtail their news services."

New Radio Advertiser, C.I.T., Has Big Results With Drive

A new radio advertiser has had telling results. Universal C.I.T. Credit Corp., which last spring and early summer ran four weekends of 69 announcements each on NBC Radio's *Monitor*, found these results after the campaign: Familiarity with the company by *Monitor* listeners rose 126 percent and those able to identify the firm's ad slogans increased 214 percent.

famous on the local scene . . .

yet known throughout the nation



More than any other institution, the local school establishes the integrity of its community. Because of this important contribution, it is recognized throughout the land as a symbol of the principles of an enlightened society . . . Storer Broadcasting, too, has become known nationally for integrity. Individual Storer stations' close community alliance and loyalty to the principles of responsible broadcasting have created this corporate image. And sales results show that a Storer Station is a Local Station.

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV Toledo · **WJW-TV** Cleveland · **WJBK-TV** Detroit · **WAGA-TV** Atlanta

WSPD Toledo · **WJW** Cleveland · **WJBK** Detroit · **WIBG** Philadelphia · **WWVA** Wheeling · **WAGA** Atlanta · **WGBS** Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

time buys

American Home Foods Division of American Home Products Corp.

Agency: *Geyer Advertising Inc., New York*

Product: BURNETT'S VANILLA

A spot drive in about 30 markets started in mid-September and is expected to run for 13 weeks. The promotion is taking place in markets "east of Chicago and north of the Mason Dixon line." Ed Richardson is the timebuyer.

American Molasses Co.

Agency: *Kastor, Hilton, Chesley & Clifford Inc., New York*

Product: GRANDMA'S MOLASSES

A saturation radio campaign in about 25 markets and as many stations started the end of September throughout the southern and New England states. It is scheduled to run until the first week of June. Jack Peters is the timebuyer.

Bakers Franchise Corp.

Agency: *Emil Mogul Co., New York*

Product: LITE DIET BREAD

More than 150 radio stations in 120 markets are being used in a campaign that was to start October 1 and run through the end of the year. Between 15 and 30 one-minute and half-minute commercials a week will be used. More radio is being planned for January. Lynn Diamond is the timebuyer.

Boyle-Midway Division of American Home Products Corp.

Agency: *Geyer Advertising Inc., New York*

Product: GRIFFIN SHOE POLISH

A campaign that started in mid-September in 30 primarily southern markets will run from seven to 11 weeks. Ed Richardson is the timebuyer.

Campbell Soup Co.

Agency: *BBDO, New York*

A spot and network drive that started in September will run for 26 weeks. The spot portion will cover 50 markets on a multi-station line-up running 25 to 50 spots a week. The network part began on CBS Radio the end of September utilizing daytime programs. Hal Davis is the timebuyer.

Chap Stick Co.

Agency: *Lawrence C. Gumbinner Advertising Inc., New York*

The makers of this lip balm start their winter campaign this month using spot and network radio. The spot portion starts in mid-October in about 50 markets comprising up to 90 stations. The network portion includes a three-day-a-week sponsorship of Morgan Beatty's *News of the World* on NBC Radio, beginning October 31. Anita Wasserman is the timebuyer.

Contadina Foods

Agency: *Cunningham & Walsh Inc., San Francisco*

For the fourth consecutive year, the maker of this tomato paste is placing the bulk of its advertising in radio. The new spot campaign started September 29 in 12 basic marketing areas including 27 major cities. It will run for eight weeks consisting of over 11,000 commercials. Frequency will run as high as 180 per week in certain cities. Jerry Gilley, assistant media director, is handling the buying.

E. & J. Gallo Winery

Agency: *Doyle Dane Bernbach Inc., New York*

An extensive spot campaign on Negro stations is ready to begin in 40 markets on as many stations across the country. Starting dates vary from market to market. The campaign is set to run until two weeks before Christmas. Jerry Sachs is the timebuyer.

Gold Medal Candy Corp.

Agency: *Emil Mogul Co., New York*

Product: COCILANA WILD CHERRY COUGH NIPS

A six-month radio drive is to start October 13 in northeastern markets. Joyce Peters is the timebuyer.

Harrison Home Products

Agency: *Victor & Richards Inc., New York*

Product: ADDIATOR

This pocket adding machine has picked up its fall radio activity after having taken a break since last April. Markets are Duluth, Fort Wayne, Pittsburgh and Boston. Minutes are being used. Lucille Widener is the timebuyer.

Mother's Cake & Cookie Co., Oakland, Calif.

Agency: *Guild, Bascom & Bonfigli, San Francisco*

A heavy three-market campaign on 13 stations is under way and will run for 13 weeks. In Los Angeles, 478 spots will be used on KNX, KMPC, KHJ and KPOL; in San Francisco, 165 spots will be heard on KSFO, KNBC, KFRC and KCBS, and in Phoenix, 430 spots will be spread over KOOL, KPHO, KOY, KRUX and KTAR. The campaign was to start September 29 in Phoenix and was launched September 15 in the other two cities. Peg Harris is the media buyer.

National Carbon Co. Division of Union Carbide Corp.

Agency: *William Esty Co., New York*

Product: PRESTONE ANTI-FREEZE

A "winter changeover" campaign is under way in more than 100 markets using a multi-station line-up in most cases. It will run for five weeks. Dick Olsen is the timebuyer.

Northam Warren Corp.

Agency: *Doyle Dane Bernbach Inc., New York*

Product: ODORONO

A campaign just began for this deodorant in Los Angeles, Chicago, Philadelphia and New York. It is set to run for 13 weeks. Jerry Sachs is the timebuyer.

(Cont'd on p. 12)

N

Local News, World News, Business News, Farm News, Special Events, Sports, Weather

FILED UNDER "N"

NEWS, all of it. Crop prices and hurricane reports. A downtown holdup and an eighty-yard runback. From the blaze of a local fire to sudden revolt in the Mideast, listeners hear more news—and better news—on the 14 stations represented by CBS Radio Spot Sales. More, because we carry more programs. Better, because in addition to our roster of distinguished local news personalities, we offer the unparalleled coverage of the CBS Radio Network. A recent study shows that as a result of our authoritative News programs, listeners believe more in our sponsors. If you have a product to sell, sell it with the authority of stations represented by...

CBS RADIO SPOT SALES

Representing: WCBS New York WBBM Chicago KNX Los Angeles WCAU Philadelphia WCCO Minneapolis-St. Paul WTOP Washington KMOX St. Louis KCBS San Francisco WBT Charlotte WRVA Richmond

(Cont'd from p. 10)

Pepsi-Cola Co.

Agency: *Kenyon & Eckhardt Inc., New York*

In an exclusive all-network radio campaign that will reportedly cost about $500,000, this soft drink firm is tying its long-time bonds with radio even tighter. The promotion will run for 14 weeks through Christmas, having started September 17. ABC, CBS, MBS and NBC will combine to air 498 million commercial minutes encompassing about 1,100 affiliates. Participations on *Monitor* will highlight the NBC buy; entertainment and drama shows will be used on CBS, and newscasts will be employed on ABC and MBS. Bottlers are also being urged to buy additional radio locally. Harold Sieber is the media buyer.

Peter Paul Inc.

Agency: *Dancer - Fitzgerald - Sample Inc., New York*

A national campaign that is set to run for 14 weeks on MBS was to start October 5. The candy manufacturer has bought 40 weekly participations in and around news shows on the network. Jim Kearns is the timebuyer.

Pierce's Proprietaries Inc.

Agency: *Emil Mogul Co., New York*
Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

An extensive national spot radio campaign with an October start is being readied. Joyce Peters is the timebuyer.

Q-Tips Inc.

Agency: *Lawrence C. Gumbinner Advertising Inc., New York*

A two-pronged spot and network drive has been launched for this cotton swab product. The network buy is an expansion of the firm's network use which started last April. It includes heavy frequency in the *Bert Parks Show,* Morgan Beatty's *News of the World* and a number of daytime drama programs, all on NBC Radio. The spot drive, which began September 15 and coincides with the network start, will run for 13 weeks in 12 markets on 25 stations. Anita Wasserman is the timebuyer.

Ralston Purina Corp.

Agency: *Guild, Bascom & Bonfigli, San Francisco*
Products: RY-KRISP, INSTANT RALSTON, WHEAT AND RICE CHEX

More than $750,000 will be spent in radio for 1958 to 1959, an increase of 15 percent over 1957 to 1958. The year's drive was to begin October 1. Spot is being used in 50 markets and stations across the country. Ry-Krisp and Instant Ralston will dominate the drive, with Wheat Chex and Rice Chex being promoted by radio in markets where there is no tv coverage. Rod MacDonald, vice president and director of media, is handling the buying.

Ralston Purina Corp.

Agency: *Guild, Bascom & Bonfigli, San Francisco*
Product: CORN CHEX

Heavy radio is being used in test markets for the introduction of the company's new cereal. The 13-week saturation drive will take place in Wichita, Spokane, Columbus, O., and Denver. In Denver, 897 spots will be used with frequency running as high as 69 a week at certain times; in Columbus, 637 announcements will be heard with as many as 49 in some weeks. The same schedules will prevail for Wichita and Spokane: 240 spots with frequency as high as 24 a week. Rod MacDonald, vice president and director of media, is handling the buying.

Rayco Manufacturing Co.

Agency: *Emil Mogul Co., New York*

A four-month record campaign is under way, having started last month. About 70 markets, using 77 radio stations across the country, will carry 2,100 minute commercials. Lynn Diamond is the timebuyer.

Ronzoni Macaroni Co.

Agency: *Emil Mogul Co., New York*

A drive started the end of September and will run through December on 10 radio stations in New York, Philadelphia, Boston, New Haven and New Britain. Chiefly 60's and 20's are being used on news shows. In addition, the firm has bought Italian- and Spanish-language shows in New York. Joyce Peters is the timebuyer.

Sinclair Refining Co.

Agency: *Morey, Humm & Warwick Inc., New York*

Rounding out its 1958 schedules—all its radio is bought on a yearly basis—the firm has made a splurge in fm. With mid-September starting dates, Sinclair has bought the 11-station upstate New York fm network which originates at WQXR-FM New York. Also, three fm stations in Chicago have been bought: WBBM-FM, WFMT and WFMF. These campaigns will run through December. William Wernicke, vice president in charge of radio-tv, and Kay Shanahan, timebuyer, handle the buying.

Sterling Silversmiths Guild of America

Agency: *Fuller & Smith & Ross Inc., New York*

A 10-week campaign that starts in October and is expected to end in December is under way on 22 stations in as many markets across the country. Minutes and 10's are being used. Bernard Rasmussen is the timebuyer.

Texas Co.

Agency: *Cunningham & Walsh Inc., New York*
Product: P. T. ANTI-FREEZE, GAS AND OIL

A coast-to-coast four-week campaign has been launched with varying starting dates in about 100 markets. About half of the drive will be devoted to P. T. Anti-freeze. The campaign began in some markets on September 18; it will start in others as late as mid-November, depending on local climates. Jerry Sprague is Texaco broadcast supervisor and Jack Bray is the timebuyer.

White House Co.

Agency: *Victor & Richards Inc., New York*
Product: 50 SHOW TUNES

A new drive has started for this mail order record firm. Initial markets are Charlotte, Cleveland, Providence, Hartford and San Francisco. Lucille Widener is the timebuyer. The company buys 15-minute programs following news shows.

BIG LEAGUE RADIO

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game . . . the authoritative voice of a respected newscaster . . . a favorite CBS Radio Network drama . . . a lively local personality show . . . a thoughtful public interest feature: these are the components that build 24 hours of *foreground* listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners *really* listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

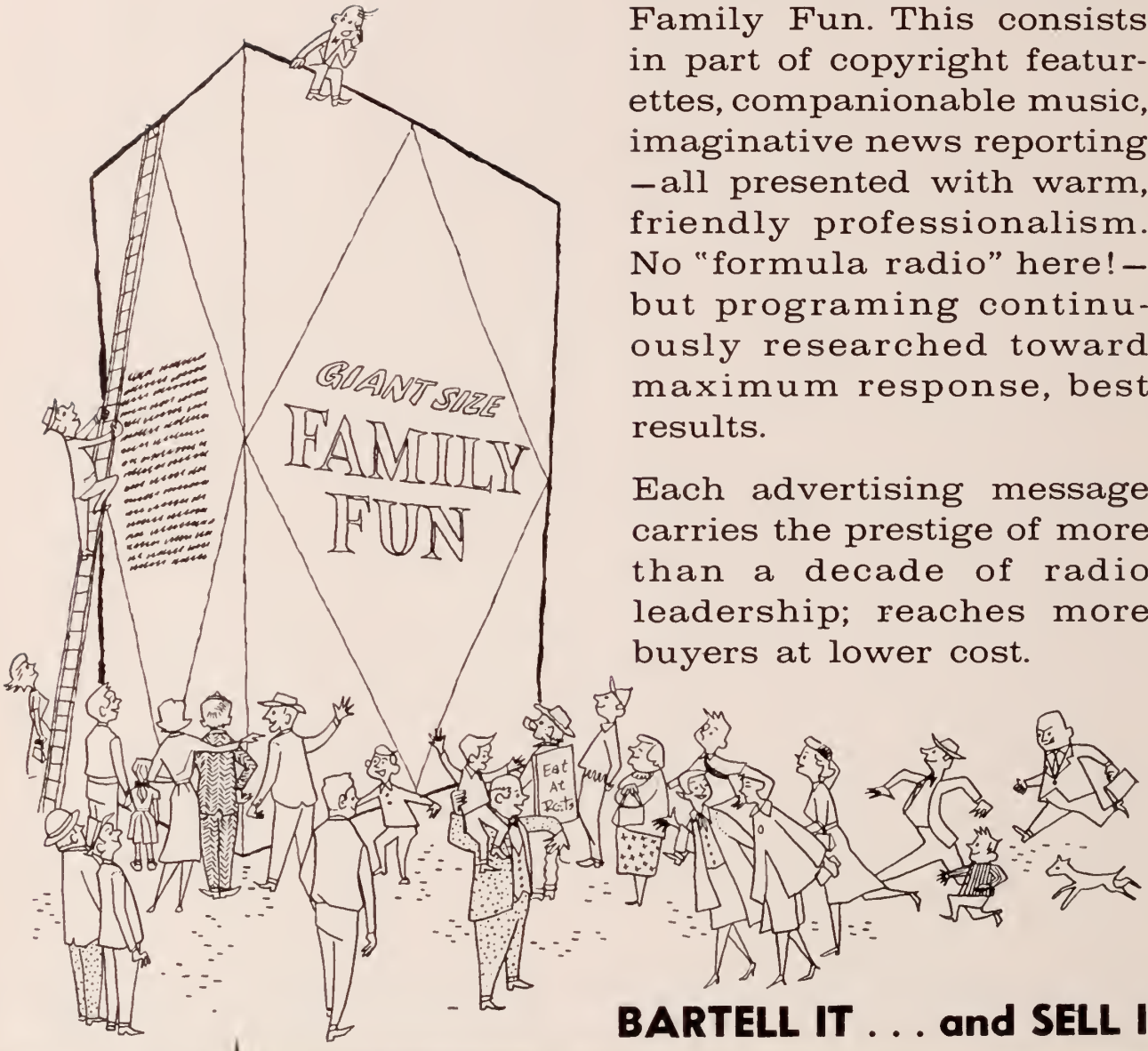
If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.

Represented by
CBS RADIO
SPOT SALES

KMOX CBS
50,000 Watts
RADIO
"THE VOICE OF ST. LOUIS"

Bartell Family Radio is an exciting package, enthusiastically accepted by the American consumer market. The product has wide appeal, containing a tempting basic ingredient: Family Fun. This consists in part of copyright featurettes, companionable music, imaginative news reporting —all presented with warm, friendly professionalism. No "formula radio" here!— but programing continuously researched toward maximum response, best results.

Each advertising message carries the prestige of more than a decade of radio leadership; reaches more buyers at lower cost.



BARTELL IT . . . and SELL IT!

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

washington

Rep. Roosevelt Questions FCC Programming Rule

A plan to give the FCC specific authority to pass on the acceptability of radio station programming will be written into legislation in the next session of Congress by Representative James Roosevelt (D-Calif.). In answer to a recent query from the California lawmaker on the FCC's programming policies, FCC Chairman John Doerfer replied that the FCC has no jurisdiction over a station's program fare and no authority to tell a station owner what he should or should not program. The answer did not satisfy Representative Roosevelt who holds that the FCC should have more direct instruction from Congress on radio programming fare.

Oversight Probe Continues During Part of Adjournment

Despite the proximity of the November elections, members of the House Legislative Oversight Subcommittee continued their investigation of regulatory agencies in the last two weeks of September, but reserved this month for electioneering. The subcommittee will resume its probe in November when the FCC is expected to be re-called on the carpet. Charges of outside pressures and industry "pay-offs" seem destined to dominate the hearings. These were among the alleged evils many Code-of-Ethics bills introduced in the 85th Congress were intended to correct. All such bills died with congressional adjournment.

Fm Multiplex Expansion Considered by FCC

The advisability of expanding fm multiplexing to include a wider range of services is under consideration at the FCC. Deadline for filing comments on the proposal was October 2. The FCC was prompted to take a fresh look at the commercial uses of fm multiplexing by applications for such new services as traffic light control and stock market reports. Certain fm interests would like the FCC to remove all restrictions on the types of subsidiary communications an fm station can furnish. Still other fm broadcasters favor limitation of subsidiary services. As the rules now stand, only certain functional fm operations such as specialized programming of music, news and weather information are authorized by the FCC.

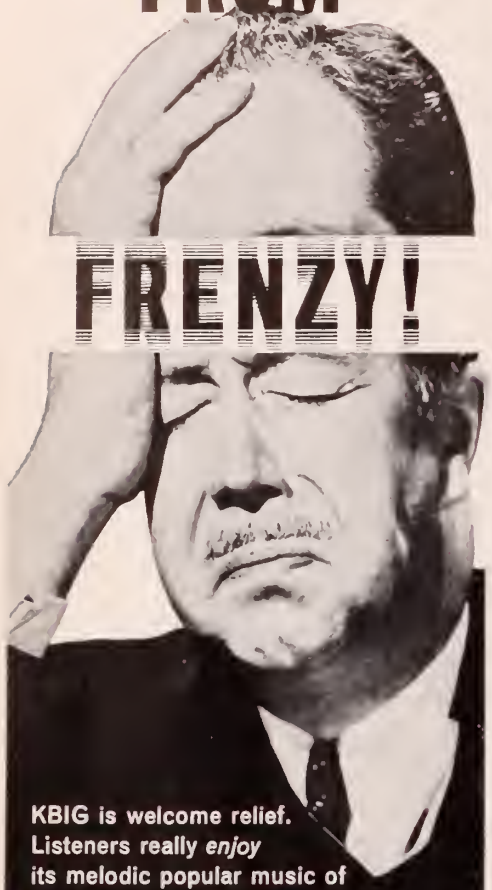
The Campaign Dollar: Where Should It Come From? . . .

A thorny issue in politics and one in which broadcasting has a financial stake is back in the limelight again as it is in all election years. Campaign expenditures are vexing incumbent lawmakers running for re-election as well as their less experienced cohorts who are just launching their political careers. In this electronic age, a sizable portion of a man's campaign dollar is spent on broadcast time. In addition to persuading his constituents that he's the man to fill that opening on Capitol Hill, the would-be congressman or senator on an ever increasing scale finds himself doubling in brass as a fund-raiser and timebuyer.

. . . House and Senate Search Out Campaign Solutions

One solution advanced by Senator Richard Neuberger (D-Ore.) is for the government to underwrite all campaign costs. To support his proposal to free candidates of their fund-raising chores, Senator Neuberger plans to introduce a bill along these lines in the upcoming Congress—the same piece of legislation he authored in the 84th Congress. Meanwhile, just before the 85th Congress adjourned, Representative Sam Rayburn (D-

FREEDOM FROM



FRENZY!

KBIG is welcome relief. Listeners really *enjoy* its melodic popular music of today and yesterday, plus award-winning news. This *refreshing sound* captures a convincible audience . . . 91% *adults* (Pulse, Inc.) in 234 Southern California market areas. Your sales message gets *more* attention from mature listeners with the ability to *buy*. KBIG is *profitable* radio coverage . . . at a cost averaging *71% less* than competitive stations.

KBIG

Radio Catalina for all Southern California
740 kc . . . 10,000 watts

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Blvd.,
Los Angeles 28, Calif.
HOllywood 3-3205

National Representative: WEED & CO.

Tex.), Speaker of the House, named a five-man committee to look into where campaign dollars go this November.

VOD Changes Made: One Winner Instead of Four

In 1959, there will be one winner of the Voice of Democracy contest rather than four co-equal winners as has been the case in the past. The VOD competition, promoted heavily by the radio industry and sponsored by the National Association of Broadcasters and Electronics Industries Association, holds a $1,500 scholarship award for the winner next year. Subject of the contest—an essay entitled "I Speak for Democracy"—remains the same.

New Radio News Service Questions AT&T Rates

Several Washington staffers of the merged INS, who got together after that wire service merged with UP last June, have formed a Washington news gathering agency for radio stations called News Associates. Three months after its inception, the news group launched a campaign to get reduced press broadcast rates on long distance calls from AT&T. The new organization has advised the FCC that it feels it is not cricket for a telegram press rate to be enjoyed by printed media when no such concession is granted for oral news reports by telephone.

Congressional Interest Mounts in Spectrum Study

A conviction that a study of the uses of the radio spectrum is a must-do-and-soon project is mounting in congressional circles. A resolution calling for such a study and written by Senator Charles Potter (R-Mich.) passed the Senate in the last session. It later died in the House after it was drastically amended at the suggestion of President Eisenhower. But the ultimate prospects of a spectrum study were not buried with the Potter legislation. Representative Oren Harris (D-Ark.), Legislative Oversight Subcommittee chairman as well as chairman of the parent House Commerce Committee, already has expressed the opinion that a joint congressional committee should take a long look at the spectrum issue in the 86th Congress.

WKMI KALAMAZOO

Now Operating 24 HOURS A DAY

The only radio station between Detroit and Chicago to offer this around-the-clock service

•

Western Michigan's Most Powerful Independent

MUSIC and NEWS

5,000 WATTS

BROADCAST TIME SALES REPRESENTATIVE

THE BLUE CHIPS

ARE ON THE

LARGEST* NETWORK

*** WITH OVER 400 STATIONS**

MUTUAL BROADCASTING SYSTEM

THESE BLUE CHIPS USE MUTUAL

AMERICAN HOME PRODUCTS
BELL TELEPHONE
BENRUS WATCH CO.
BRISTOL-MYERS CO.
BUFFERIN
CARTER PROD., INC.
CHRYSLER CORP.
COCA COLA, INC.
COLGATE-PALMOLIVE CO.
COLGATE TOOTHPASTE
COLGATE MEN'S LINE
BRISK TOOTHPASTE
EX-LAX, INC.
GENERAL ELECTRIC
GENERAL FOODS
CALUMET • JELLO
GENERAL MOTORS
PONTIAC • GMC TRUCKS
HEINZ FOODS
LEVER BROS.
LIGGETT & MYERS
L & M CIGARETTES
LIPTON TEA
P. LORILLARD CO.
L.P. GAS COUNCIL
NATIONAL DAIRY
KRAFT FOODS
PEPSI-COLA
PETER PAUL, INC.
PHARMACEUTICALS, INC.
PHILCO CORP.
QUAKER STATE OIL
R. J. REYNOLDS
CAMELS • WINSTON
STERLING DRUG CO.

Mutual is the choice because Mutual gets the choice listening audience—*the buyers in the family*. Why? Because Mutual is the one network whose stations offer *community-integrated* programming—programming of local interest for local audiences—while delivering national news, special events and sports features that only top network programming can provide. ***For big results, at the lowest cost-per-thousand of any major medium, pick the big network—Mutual.***

Success Story

Small advertisers are smart buyers, too. Example: 3 years ago, 3 employees and a $12,000 budget. Today, 100 employees and a business that has increased a hundred-fold. Still on Mutual exclusively . . . and still growing.

Top Coverage

Verified clearance is assured by Mutual's own contract with affiliates which gives MBS advertisers up to 365* stations out of 400 per News program.

*For verification, see Nielsen, June II, 1958 or current report.

MUTUAL BROADCASTING SYSTEM, INC.

1440 BROADWAY, NEW YORK 18, N.Y.
TRIBUNE TOWER, CHICAGO, ILL.
1313 N. VINE, HOLLYWOOD 28, CAL.

HPL families open

1,000,000 cans a day!

They're not just radio listeners—they're customers. To them, the HPL Director's product approval is a personal, positive recommendation to buy. In 11 of the nation's biggest markets, a half million families hear it, believe it and act on it every day. No program has a more responsive audience.

The Housewives' Protective League does just what its name suggests: it protects the housewife, sponsoring only those products which measure up to the highest consumer standards. Your product is virtually sold on our word. Then HPL, in partnership with the food distributors, lends powerful sales and merchandising support to your campaign.

This is how HPL has been serving the canning industry for 24 years. Now, "September is Canned Foods Month" and HPL promotion is again lifting tops . . . off cans and sales records.

THE
HOUSEWIVES' PROTECTIVE LEAGUE

REPRESENTED BY CBS RADIO SPOT SALES, 485 MADISON AVE., NEW YORK 22, N. Y. PL 1-2345

"The Program That Sponsors the Product"

HPL DIRECTORS: CRAIG HARRISON, KCBS, San Francisco; GRANT WILLIAMS, KMOX, St. Louis; PHILIP NORMAN, KNX, Los Angeles; GRANT WILLIAMS, KSL, Salt Lake City; LEWIS MARTIN, WRVA, Richmond; JOHN TRENT, WCAU, Philadelphia; GALEN DRAKE, WCBS, New York; ALLEN GRAY, WCCO, Minneapolis-St. Paul; MORGAN BAKER, WEEI, Boston; PAUL GIBSON, WBBM, Chicago; MARK EVANS, WTOP, Washington, D. C.

It's Simply a Matter of Dollars!

If you added together all the money spent last year by all the people in Cincinnati, New Orleans, and Charlotte, N. C., you would just about reach the whopping total of $2.5 billion spent by people covered by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS
37th U.S. Radio Market*
FORT WAYNE, IND. Represented by PGW
WBC WESTINGHOUSE BROADCASTING COMPANY, INC.
*Broadcasting, December 16, 1957

the Silver Mike

THIS MONTH:

JOHN F. MEAGHER

Vice President For Radio
National Association of Broadcasters

Executive on the Go For the Radio Industry

A man who is always busy for radio —John Ford Meagher—is especially active this month as he travels across the country to participate in the annual fall conferences of the National Association of Broadcasters.

Mr. Meagher, NAB's vice president for radio, has held his present post since it was created in June 1954, but has been committed to the sound medium for most of his adult life.

As a young man, fresh out of Notre Dame, Mr. Meagher started out as a salesman in the cement business. Shortly thereafter in 1938—deciding to sell in a more ethereal vein—he and a few adventurous friends launched KYSM in Mankato, Minn. He headed up station sales for the outlet in his hometown until he moved to his NAB position.

The grassroots background acquired by Mr. Meagher at KYSM has stood him in good stead as he directs NAB radio operations for its 1,785-member am and fm stations. There is not a facet of a station's operation with which he is not familiar, and because of his first-hand knowledge of the problems of the local broadcaster NAB members know they can depend on his advice.

During his tenure at KYSM, Mr. Meagher's own desire to get on a first-name basis with this new business of which he had become a part prompted him to join NAB. He felt then—and feels even more strongly now—that NAB membership is important to progressive radio station management.

One of the most recent aides to be produced at NAB on behalf of its radio members is a new promotion film entitled "Hear and Now." Prints of the film, which had its premiere at the first of NAB's fall regional meetings last month, are available to NAB members for showing in their own communities.

Before his staff affiliation with NAB, Mr. Meagher was active on a number of the association's committees prior to his election to the board of directors. He served as a member of the board for two consecutive two-year terms—the maximum time allowed by the association's by-laws.

Also a strong supporter of state broadcaster associations, Mr. Meagher was instrumental in the formation of the Minnesota group and served as its first president in 1949.

Mr. Meagher is married to the former Eleanor Ackerman. They have two children: Anne, now Mrs. Robert Adams, who lives in Washington with her husband and two youngsters, and "Jake," a Notre Dame graduate who is now a candidate for his PhD at Princeton. • • •

You should be! Adults are the nation's biggest customers. And in Boston radio you find the greatest concentration of adults on WEEI . . . 38 per cent more than tune to Station B, 53 per cent more than Station C, and 268 per cent more than Station D.* Moreover, these listeners pay greater attention to WEEI and believe more in your commercials.** You're not just talking when you're on WEEI; you're selling!

WEEI RADIO

REPRESENTED BY CBS RADIO SPOT SALES

How **DEEP** is the **MARKET?**

How **HIGH** is the **COST?**

PETERS, GRIFFIN, WOODWARD, INC.

S P O T R A

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

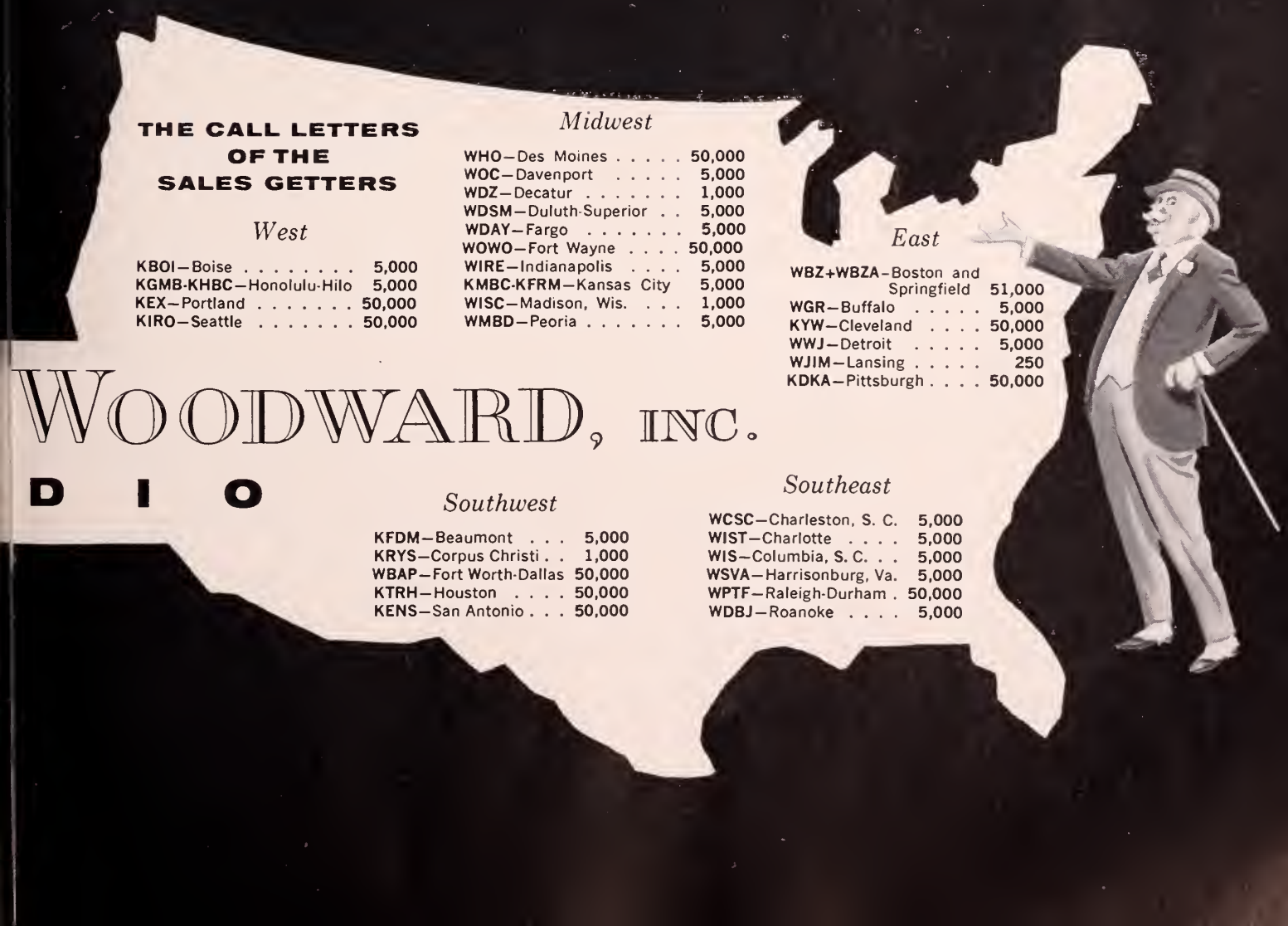
SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

Reach or frequency – or both – is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

The PGW Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.



THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

WOODWARD, INC.

D I O

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

LEADERS

WRBL AM-FM

WRBL — CELEBRATING 30 YEARS OF SERVICE

TOPS DAY OR NIGHT—MONTHLY, WEEKLY,

DAILY—NCS #2

WRBL-FM - 12 CONTINUOUS YEARS

STEREOPHONIC PROGRAMS ONE YEAR SPONSORED

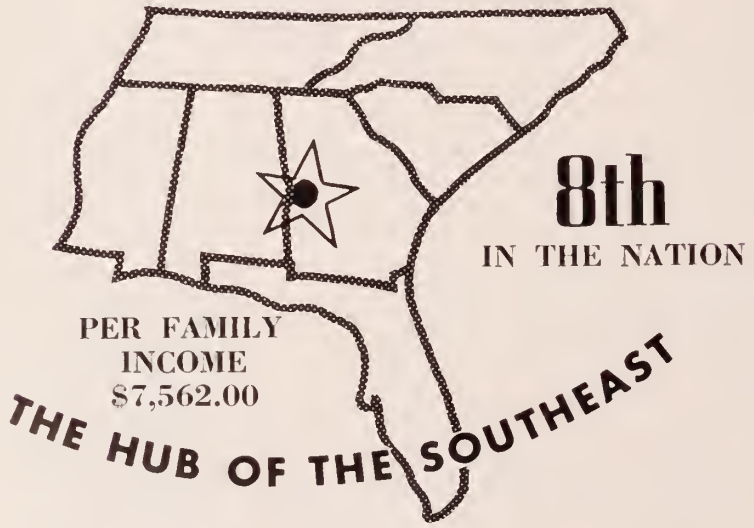
COLUMBUS

GEORGIA

METROPOLITAN AREA NET EFFECTIVE BUYING POWER

$409,854,000.00

SOURCE: SM-1958 SURVEY OF BUYING POWER



WRBL AM 1420 FM 933

CALL THE HOLLINGBERY CO.

LETTERS TO

In High Gear

It was an excellent article on Rootes' use of radio. (see *Hillman's Weekend Drive,* U. S. RADIO, September 1958). Everyone here liked it enormously.

David B. Williams
President
Erwin, Wasey, Ruthrauff & Ryan Inc.
New York

Research Role

We think so highly of the research story in the September issue (*New Role for Radio Research*) that we took the liberty of wiring our CBS Radio Spot Sales representatives. Congratulations on another fine issue, and incidentally, happy first anniversary to U. S. RADIO.

Ned Burgess
Promotion Manager
WBT Charlotte, N. C.

Many Requests

Please furnish us two additional tearsheets of the article, *Radio Formats: What Is Radio?* (May 1958). You sent us several copies of this issue, but there have been many requests for them and our file is now depleted.

Avrilla S. Phillips
Liller, Neal, Battle & Lindsey Advertising
Atlanta

A Friend Indeed

People who lend or lose copies of U. S. RADIO and then beg for reprints are probably as popular as a fellow wearing a dacron suit at the Cotton Carnival. I need three copies of *Banking on Radio* (February 1958) and three copies of *Tiny Key to Tomorrow's Radio* (June 1958). One of the latter will go to the radio department at the Arkansas State College in Jonesboro.

I'm looking forward to the time when U. S. RADIO arrives every week.

Ted Rand
General Manager
KDRS Paragould, Ark.

Homework

So that I may read your magazine thoroughly, I would appreciate having U. S. RADIO sent to my home at the following address. . . . Currently, it is coming to my business office, and I just don't have time during the day to read it.

David H. Steinle
Station Manager
KBUR Burlington, Ia.

THE EDITOR

Instead of sending U. S. RADIO to my office address, will you kindly arrange to have it sent to my home address.

George Balterman
Asst. Adv. Coord. for Budgets
Schenley Industries Inc.
New York

For Clients

I would appreciate your sending to me as soon as possible the reprint of your fine article, *Teenagers Are Radio's Small Fry* (July 1958). I believe that this is one of the best articles that I have seen for some time combating this point that is often brought up, and I would appreciate having this to send out to some of our clients.

Bob Hoth
V. P. and General Manager
KAKC Tulsa, Okla.

We were most interested in receiving recently a reprint of your article entitled "This is Radio!" (*Teenagers Are Radio's Small Fry*) taken from your July 1958 issue.

The article points out that teenagers are radio's small fry as a result of Nielsen listening data.

We would be most interested in ordering 100 of these reprints.

George A. Brown
Production Manager
CFAC Alberta

Barter Buying

We are trying to get some information on the status of barter buying in radio and tv. I am under the impression that there have been articles written on this subject, but in looking through our files of your magazine I have not been able to run across any references to bartering.

Would you be kind enough to send any reprints or other information you may have that has any relation to bartering for time in radio or television?

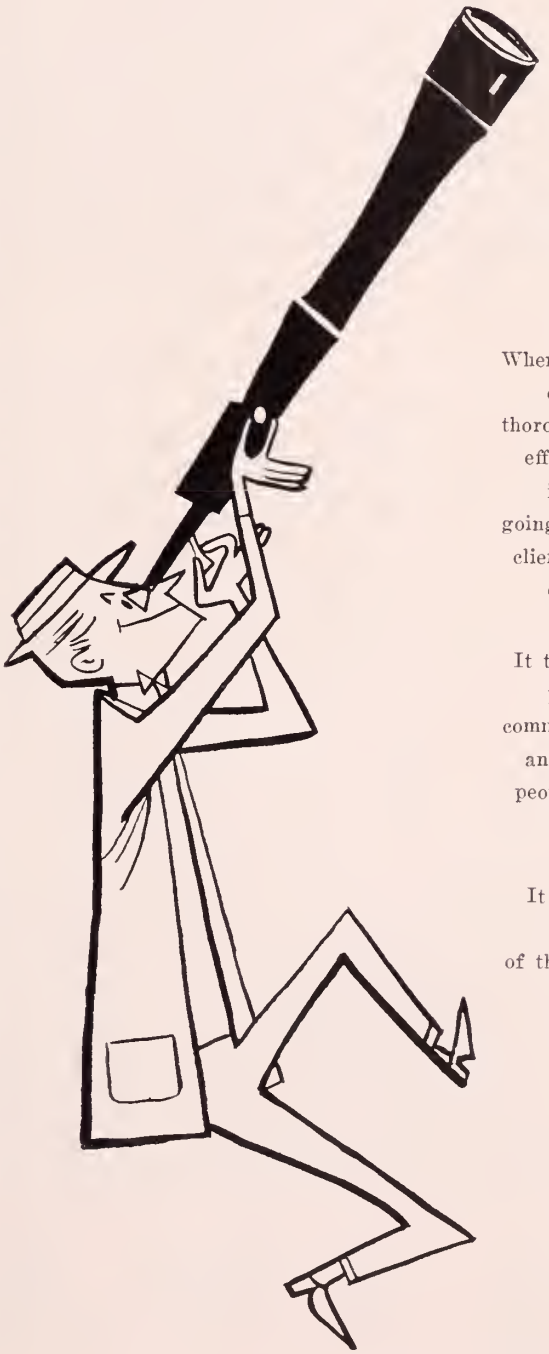
Henry C. Hart Jr.
Director Radio-Tv
Noyes & Co.
Providence, R. I.

I had not seen U. S. RADIO since taking over this station. The June issue was full of sound ideas and I'd like to subscribe.

In particular, I'd like several copies of that month's "This Is Radio" (*Tetley Leaves It to Radio*). This, it would seem, would be of value to our staff as well as my partner and me.

Richard B. Baker
Executive Vice President
WMET Miami Beach

TAKE A CLOSE LOOK AT WKLO LOUISVILLE



Programs and People That Produce

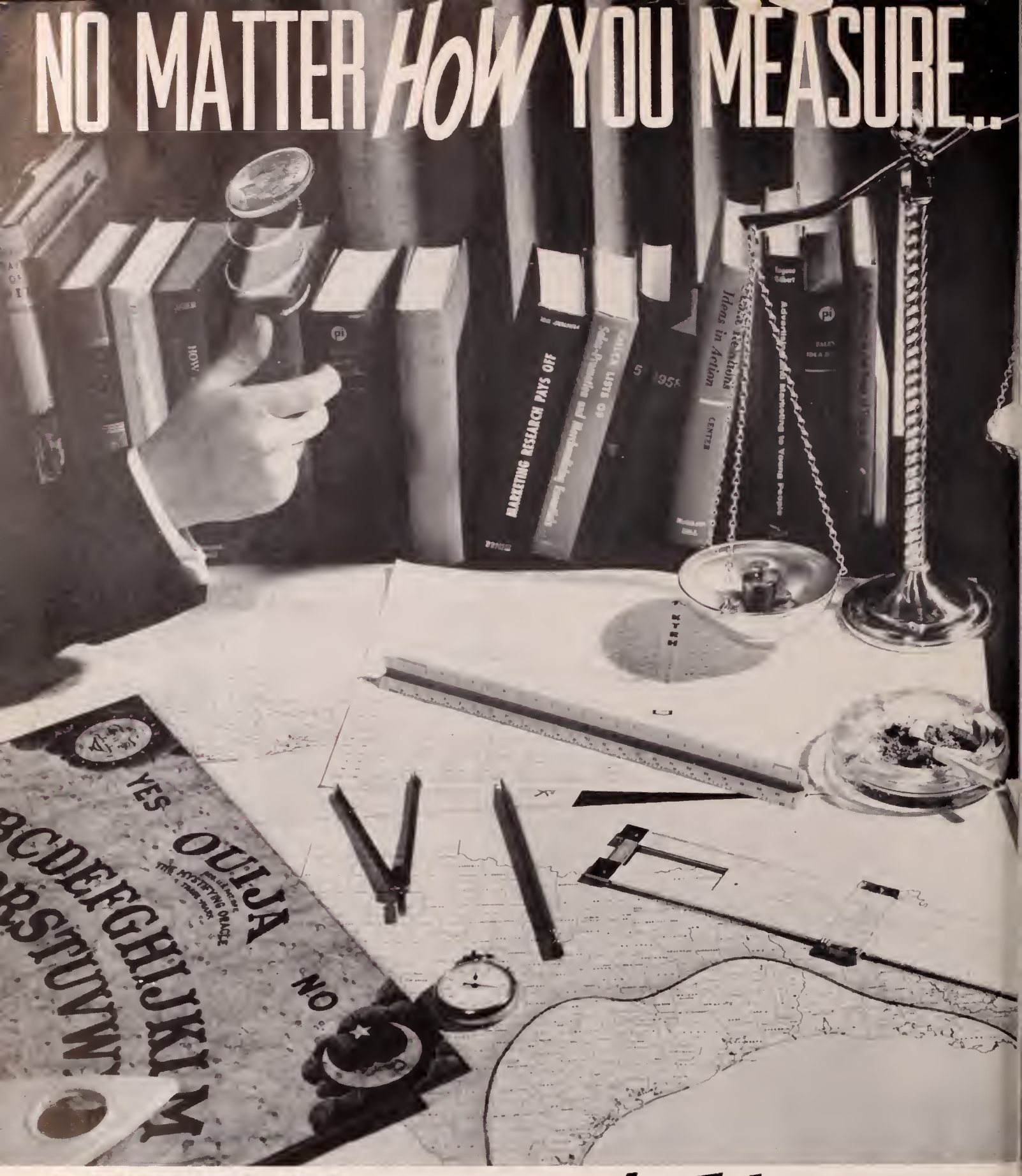
When you find that happy combination of a station with top ratings and thoroughly documented proof of sales effectiveness—you've found WKLO in Louisville, Kentucky and you are going to make some money for your client when you place your advertising on this station.

It takes people to sell people. WKLO personalities deliver the advertiser's commercial with conviction, believability and personal persuasion. These are people talking with people . . . not voices speaking at people.

It takes people to sell people—and we've got the right ones in front of the microphones and more than any other station in Louisville at the receivers.

SOLD NATIONALLY BY:
robert e. eastman & co., inc.
NEW YORK, CHICAGO, SAN FRANCISCO

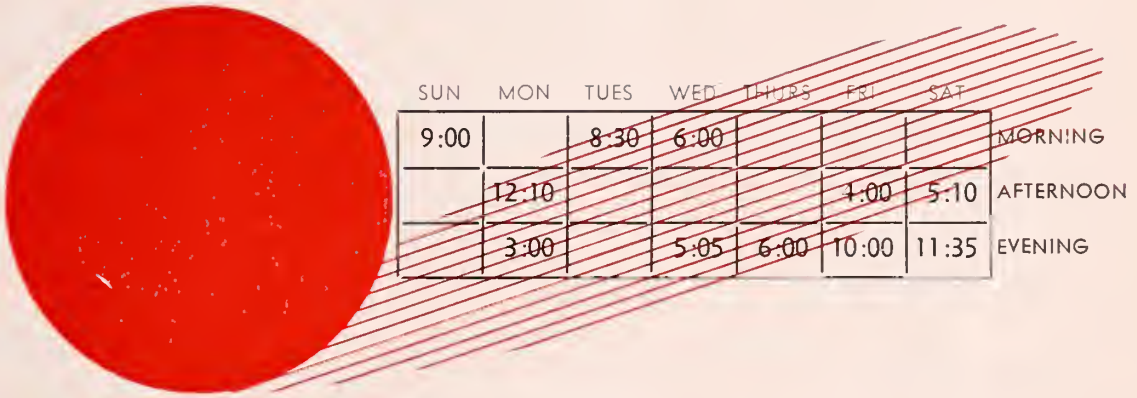
NO MATTER *HOW* YOU MEASURE..



KTRH IS THE *AREA* STATION FOR SHARP TIME BUYERS*

HOUSTON, TEXAS • 50,000 WATTS • 740 KILOCYCLES

Represented Nationally by PETERS, GRIFFIN, WOODWARD Inc. *See ANY Area Survey



Is Spot Breaching Non-Driving Hours?

At present it is just a rumble, but representatives agree bulk buys beyond traffic times have started and may resound throughout the industry shortly

Radio-land would not be far from Utopia, representatives have been heard to remark, if advertisers could be induced to distribute their buys evenly throughout the day.

While this happy condition is far from a reality today, several representatives believe that national advertisers are at long last beginning to awaken to the value of purchasing non-traffic times. While no representative interviewed claims to have been "snowed under" with nighttime and middle-of-the-day orders, the consensus is that advertisers and agencies are more receptive than ever to sales pitches for non-driving hours — daytime, nighttime and weekend.

Even more to the point, there is growing evidence that clients particularly in product categories that

appeal to the housewife, are making buys beyond driving hours. Moreover, a study by a major representative of one of its stations shows an increasing percentage of business being done this year in "other" times compared with two years ago, particularly in the midday hours.

Arthur McCoy, executive vice president, John Blair & Co., New York, believes the breakthrough will come in 1959. "In 1955 and 1956, no one would buy anything but morning traffic hours," he explains, "and then it was morning and afternoon drive times. This year there has been considerable activity in the nine to four category, and I think next year will bring substantial interest in round-the-clock buying."

"It's a process of education," says Morris Kellner, vice president in charge of radio, the Katz agency, New York. "As long as more people tune in their sets during early morning and late afternoon hours, the law of supply and demand will operate. Advertisers will want to buy these times and stations will charge more for them. On the other hand, there are excellent reasons to go into other times and clients and agency people are on the verge of a substantial breakthrough in this direction."

Research a Key

Fred Heywood, promotion manager, CBS Radio Spot Sales, New York, believes that sound research is one of the keys to selling more non-traffic time in general and nighttime in particular. "People listen to the radio at night that do not turn on a set during the day. There may not be as many, but if the advertiser doesn't reach them he is not using radio with greatest effectiveness. Radio's distinction as a medium lies in the fact that it delivers unduplicated audiences throughout the day and night. An advertiser, for best effect, should try to reach all these audiences. Research," Mr. Heywood says, "is beginning to convince the advertiser that he is missing a bet when he doesn't spread his buying throughout the day."

In a major northeastern market, Mr. Heywood points out, a Pulse survey reveals that on one station the percentage of total unduplicated radio homes reached remains nearly constant from six a. m. to six p. m. In the six a. m. to 12 noon segment, 50.9 percent are reached compared with 53.7 percent in the 12 noon to six p. m. time span.

An A. C. Nielsen project also supports this finding on a nationwide basis. From six a. m. to 12 noon, Monday through Friday, 69.3 percent of the cumulative in-home audience is contacted, while from 12 noon to six p.m. 61.8 percent is reached.

Cost Efficiency

Frank Boehm, vice president in charge of research, Adam Young Inc., New York, emphasizes the cost efficiency to the advertiser in distributing his purchases over several time periods. "We have had quite a bit of success in selling middle-of-the-day time," he says, "but as yet not as much success with nighttime. The big spenders tend to emphasize driving times because they want the large total audience and also the out-of-home audience. But we have been able to convince some clients to spread their buys by offering them saturation plans involving the use of *one third* traffic time and *two thirds* daytime at a non-premium rate."

The following advertisers, Mr. Boehm states, are among those sold on this plan:

"Pharmaco—This account was interested in reaching both men and women and felt that they would achieve this balance by using the one third in traffic time for the man and the other two thirds for the housewife.

"Maidenform—This account was primarily interested in reaching the housewife and the working woman. They used the plan because they knew that the third in traffic would give them the working woman who listens to the radio in the morning for information, and the spots during the day would give them the housewife.

Tea Totals

"Lipton Tea — The tea company wanted traffic time (probably because they had a feeling that these audiences were much larger than non-traffic audiences) but were sold on splitting their schedule to take advantage of larger audiences and lower costs.

"Texaco — This gas-and-oil firm wanted to reach the driver and thus chose traffic periods. However, we were able to get them to mix their schedule between traffic time during the week and A time on the weekends when traffic is also heavy.

"Pall Mall—This account wanted the male audience and chose traffic times for this reason. As in the case of Texaco, we were able to sell them weekend plus traffic at a much lower cost than traffic-only would have been.

"Greyhound—Because of the cost efficiency involved, we were able to sell this account on using split schedules rather than traffic-only."

George Dietrich, director of spot radio sales for NBC, believes that the concept of saturation radio has been responsible for most of the non-traffic time purchases to date. "The bigger the schedule the more the certainty that several time periods will be used . . . . stations just can't fit a large number of spots into one or two time slots."

Mr. Dietrich also emphasizes the relationship of good programming to

Non-Driving Hours, Too

Among the spot advertisers who are making time purchases in non-driving hours—in many cases supplementing traffic time schedules—are:

Addiator	Victor & Richards, New York	Weekend
American Airlines	Lennen & Newell, New York	Nighttime
Blue Bonnet Margarine	Ted Bates, New York	Nighttime
Falstaff Beer	Dancer-Fitzgerald-Sample, New York	Nighttime
Ford Cars	J. Walter Thompson, New York	Weekend
Ford Dealers	J. Walter Thompson, New York	Weekend
General Motors Accept. Corp.	Campbell-Ewald, New York	Weekend
Greyhound	Grey Advertising, New York	Daytime and Weekend
Gulf Oil	Young & Rubicam, New York	Weekend
Robert Hall	Frank B. Sawdon, New York	Weekend
Kiplinger Letters	Albert Frank-Guenther Law, New York	Weekend
Thomas Leeming	William Esty, New York	Weekend
Lipton Tea	Young & Rubicam, New York	Daytime
Maidenform	Norman, Craig & Kummel, New York	Daytime
Niagara Therapy	George Mallis Advertising, Philadelphia	Nighttime
Pall Mall Cigarettes	Sullivan, Stauffer, Colwell & Bayles, N. Y.	Nighttime and Weekend
Pharmaco	Doherty, Clifford, Steers & Shenfield, N. Y.	Daytime
Sinclair Oil	Morey, Humm & Warwick, New York	Nighttime
Shell Oil	J. Walter Thompson, New York	Nighttime
Texaco	Cunningham & Walsh, New York	Weekend

mid-day and nighttime purchases. "When programming improves, ratings will go up and advertisers will buy more during these times. I feel that there is a great deal of room for better programming during the non-traffic hours."

According to Robert Teter, vice president and director of radio for Peters, Griffin, Woodward, Inc., New York:

"The key decision maker in both advertising and selling is now conscious of the importance of spot radio for use in many time periods, not just the former peak hours of 7 to 9 a.m. and 4 to 7 p.m. Stations throughout the country have embarked upon aggressive programming for daytime, nighttime and weekend audiences that is geared to selling needs and has a proven track record of results for important advertisers.

Cost the Same

"In a recent study by our radio research department, we found that 9.6 percent more radio homes are reached between the hours of six and 10 p.m. than between 6:30 and nine a.m. More significant is the fact that the cost is virtually the same for the larger nighttime audience as it is for the early morning hours. To put it another way, we found that 1,000 homes can be reached from six to 10 p.m. for 73 cents as opposed to 80 cents for 1,000 homes between 6:30 and nine a.m.," Mr. Teter states.

"As a result of these findings, station programming and industry efforts to pass the word along to the 'key man,' many new advertisers are using both weekend and nighttime spot radio. In the nighttime group are Niagara Therapy, Pall Mall cigarettes, Sinclair Oil, Blue Bonnet Margarine, American Airlines, Falstaff beer and Shell Oil. The weekend group, composed of a balance between men and women that differs in composition from weekday audiences, includes the Ford Division and Ford Dealers of the Ford Motor Car Co., Gulf Oil, Texaco, Robert Hall, Kiplinger Letters, GMAC and Addiator."

A gradual trend over the last couple of years towards purchases in non-traffic hours has been noted by Robert E. Eastman, president, Robert E. Eastman & Co. Inc., New York.

(Cont'd on p. 80)

Uses Radio to Ease 'Instant' Market Pressures

Two major problems confront the instant coffee industry today and their solutions are proving more elusive than many a company and agency executive likes to admit. A partial answer, however, for one of the major brands —Nescafe—is being sought in its advertising strategy where radio plays a prominent part.

These are the twin problems that Nescafe hopes radio will help resolve in its favor: (1) Fierce competition that is concentrated in the metropolitan markets where instant coffee sales are highest, and (2) public prejudice against drinking instant coffee instead of ground coffee.

With 1959 plans in the making, radio's role in the Nescafe picture is growing, according to Don Cady, advertising vice president, who reveals that next year's radio appropriations are due for a 150 percent boost over this year's.

U. S. RADIO calculates that the Nestle Co.—Nescafe's parent firm, and part of the worldwide Nestle group which is reputedly the world's fourth ranking food manufacturer—will allot nearly half a million dollars next year for radio compared with this year's total of almost $300,000. These funds will form a national radio umbrella for Nestle's other products as well as its instant coffee, for which U. S. RADIO estimates a quarter of a million dollars will be expended compared with $100,000 this year.

For Nescafe, this year's plans call for all radio funds to be invested in spot by the product's agency, Bryan Houston Inc., New York. As presently determined, spot will also garner the lion's share of next year's radio appropriations, Bates Hall, advertising brand manager, states.

Two-Year Program

This two-year program represents an emphasis on spot which became necessary to meet efforts by competitive brands in selected metropolitan markets, declares Joseph Scheideler, executive vice president, Bryan Houston.

"The selling efforts of other instant coffees made it advisable for us to concentrate our radio advertising this year in 25 major metropolitan markets across the country," Mr. Scheideler states.

NESTLE RADIO BUDGET

1959 $500,000

1958 $300,000

Bates Hall (seated left), Nescafe advertising brand manager, meets with executives of Bryan Houston Inc. to discuss new commercials. Agency men are John Ennis (standing), v. p. and media director, and Bob Denning, vice president and Nescafe account executive.

This emphasis on advertising concentration is explained by the fact that, according to the agency, instant coffee—one of the food industry's most fiercely competitive products—does nearly 50 percent of its total business in only 40 major markets. City people, according to Nescafe's Mr. Hall, often accept new products and new methods more quickly than their rural neighbors, hence the preponderance of urban sales for the instant coffee business as a whole.

"In addition, city dwellers are usually in a hurry, living at a faster pace, so they use more instant coffee as a matter of convenience," he says.

Although sales of instant coffee have nearly tripled in the last five years, growing from 45 million to 120 million pounds, the industry's biggest problem is increasing acceptability,—getting people to serve instant in the living room to company as well as to the family in the kitchen.

"Psychologically, people still tend to think of instant coffee as a quick substitute for the ground coffee, in spite of the formula changes in the last few years," says Mr. Scheideler.

To combat this attitude, Nescafe and Bryan Houston will use commercials this fall that showcase Nescafe in group situations.

NESCAFE RADIO BUDGET

First Major Instant

Nescafe—the first major instant coffee on the market back in the 1930's—has been striving to update the product image in all its advertising efforts.

For example, this month in two major markets the firm is testing for both radio and television a new series of commericals by two well-known gentlemen.

Privately, they are known as Bob Elliott and Ray Goulding, who have had considerable success with animated commercial characters. The new character, which both the client and the agency hope will soon be publicly renowned, is one Mr. Danfield Nes.

Demands Perfection

Mr. Nes, the wealthy owner of Nescafe in the commercials, has both a heart and purse of gold, but he is very particular indeed about

the quality of his product and demands perfection at every turn.

In addition to the Mr. Nes commercials, Nescafe is running a spot campaign this month in a dozen markets placing between 25 and 100 spots per week per market, depending on the total market size and the number of radio homes, according to John Ennis, vice president and media director for the agency.

Three a Year

The makers of the instant coffee and Bryan Houston have worked out a system involving several radio campaigns a year in staggertd markets. The radio pushes are geared to coincide in each market with the firm's big sales efforts which rotate from city to city throughout the year. At times these involve bonus jar advertisements (a slightly larger jar containing 10 extra cups of coffee), and off-label sales, where reductions vary according to what the competition is doing.

The commercials are usually a minute or 30 seconds in length and are placed to reach young married couples and particularly the housewife between 18 and 35 years of age, according to Emerson Cole, broadcast copy chief. "Young marrieds are in the buying habit forming stage," Mr. Cole says, "and we want them to form the Nescafe habit, naturally.

Own Preferences

"Prior to their marriages, most of these young people had been drinking what their parents served and are just beginning to form their own brand preferences. In addition, this age group is less prejudiced against instant coffee than their elders who formed their opinions when the industry was in diapers."

Mr. Cole points out that Nescafe also likes to reach children who sing the product song around the house . . . "a built-in commercial," he says.

To catch these groups, most spots are broadcast between six and eight a.m.; 11 a.m. and three p.m., and seven and 11 p.m. These time periods while very general and variable from market to market, are used to catch the family at meal times, on the way to work and shopping, and in the evening when shopping lists for the following day are often prepared.

The bulk of the spots are aired on Wednesday, Thursday and Friday to take advantage of the usual shopping hours for grocery stores across the country, Mr. Ennis says.

For the campaign this fall, Nescafe will use new lyrics and arrangements of the song that's been the product's theme for the last two years —Irving Berlin's "Let's Have Another Cup of Coffee." To promote

Vocal group recording "Let's Have Another Cup of Coffee" spots was chosen for its "young" sound. Lyrics are built around situations appealing primarily to young people and promoting the social acceptability of instant coffee.

the social acceptability concept, lyrics will be built around group situations—rumpus room gatherings, parties, vacations, skiing, birthdays and home movies, among others—situations appealing primarily to young people.

Here is an example of this fall's commercials:

Sound: (Party noise)
Man: This coffee's delicious! M-m-m-m, and that aroma!
Woman: Well, thank you, sir. It's the new self-brewing coffee!
Man: (Sings) So . . . let's have another cup of coffee . . .
Woman: (Sings) Yes . . . let's have a cup of Nescafe!
Bass: . . . the instant coffee that brews delicious fresh-roasted flavor and aroma . . .
Woman: . . . right in your cup!
Anncr.: Just put a spoonful of Nescafe in your cup . . . add boiling water . . . and watch! You actually see new self-brewing Nescafe . . . bubbling as it brews delicious fresh-roasted flavor and aroma right in your cup.
Woman: (Sings) If the gang has come to meet and play games and have some fun . . .
Man: (Sings) Serve the coffee that's a treat . . .
Woman: (Sings) . . . and you'll make a hit with everyone.

According to John Clark, copywriter on the account, even the sound of the vocal recordings is "young, right down to the chord structure."

"Radio can do an excellent job for us if it's used correctly," Mr. Cole points out. "Out of doors and in cars, particularly, it is very effective, but you have to remember that in cars

Donald Cady, Nestle advertising v. p.

Joseph Scheideler, agency exec. v. p.

motor noises and wind noises often affect the tone. You lose the base almost entirely, so we record with this in mind so that the commercial retains its effectiveness. For example, one of our main copy points is that Nescafe is self-brewing, so we have just one person saying or singing this phrase to make it stand out," he says.

Many Nescafe commercials are pre-tested in certain markets before they go into general use. "We might write 10 sets of lyrics, try them, and then decide to throw a couple out," Mr. Cole explains.

Experimentation with radio is nothing new for Nescafe, according to Bryan Houston's Mr. Ennis, who points to a saturation test undertaken by the coffee firm four years ago.

"We were one of the first users of saturation radio," Mr. Ennis says, "and ran the biggest saturation campaign ever heard on a single radio station up until that time."

The media director says that the instant coffee conducted a test campaign for more than a year over two stations in two markets—WNEW New York and WLW Cincinnati—to determine the most efficient saturation level and to test the effectiveness of repetition on audiences.

"We spent about $6,000 a week over WNEW and between $3,000 and $4,000 in Cincinnati and found that in these markets 180 spots per week was the most efficient in terms of cost per thousand. Beyond this point," Mr. Ennis says, "the audience increase wasn't worth the additional money expended."

This test also proved to the agency's and client's satisfaction that the public was sufficiently aware of the Nescafe commercial to make the saturation schedule worthwhile.

"Based on this experiment," says Mr. Ennis, "Nescafe expanded its use of spot radio into 60 to 75 markets and the agency as a whole recommended it to other accounts."

Since that time, the Houston agency has measured its saturation schedules by the number of stations per market that are required, with adequate spot frequency, to penetrate nine out of 10 radio homes, Mr. Ennis states.

Nescafe's spot strategy normally involves, according to Miss Frances Johns, associate media director, going into a market heavily for a couple of weeks, lightening up a little the next two weeks and running still fewer spots the last two.

Three radio stations per market are the norm but in peak seasons, Miss Johns says, two additional stations may be added.

Research studies and a weather eye on Nescafe's share of market during and after a saturation campaign help the agency to determine what stations to buy in what frequency the next time around, Mr. Ennis explains.

"Although we generally use radio in conjunction with something else," he says, "we have found radio to be a very productive medium for Nescafe." • • •

FLEXIBILITY

FLEXIBILITY

FLEXIBILITY

. . . Networks Take This Tack In Their New Sell

New tack corresponds with new role:

A service and entertainment medium, they say,

that stresses convenience to the advertiser

"Let's face it! We never took full advantage of network radio until tv forced us. We were an entertainment medium supported by 15 advertisers and now we're a service medium supported by 130. Our job is to provide local stations with the things they cannot provide themselves, and to make it as easy as possible for advertisers to buy our product."

In these words, the head of a radio network describes network radio — 1958. In similar words, top executives of the other networks concur. Economically, networks have remolded their product to stress flexibility and make it easier for the advertiser to buy their wares more effectively. They are striving, they say, for the following kinds of variety in advertising values:

- Flexibility as to the length of purchase.
- Elasticity in station line-ups.

Six-Way Service

In their efforts to make network service more elastic for advertisers, the networks outline six ways they feel sponsors can take advantage of "flexibility":

Type	Example
Introducing new product, brand or advertising theme	Oldsmobile and Buick fall saturation campaigns introducing 1959 lines
Special promotions on holidays for appropriate products	Florists' Telegraph Delivery Assn. drives for Mothers', Valentine's days
Concentrating messages on certain days of the week	Scott Paper Co. push of picnic products on days prior to summer weekends
Promoting seasonal products at the appropriate time of the year	Nor'way and Peak saturations during six fall weekends for anti-freeze
Capitalizing on fast-breaking product developments	Quick promotion of Chrysler victory in Mobilgas Economy Run competition
Promoting special events linked to the advertiser	Fisher Body-General Motors' yearly broadcast of Craftsman's Guild dinner

- Adaptability for tying-in with special holidays or events.

To a national audience, the networks state, they are selling established world-wide news operations, and programming such as *Breakfast Club,* Arthur Godfrey, *Monitor* and Kate Smith, and sports events of national interest.

To the advertiser, the networks say they offer an instantaneous national audience. "An advertiser today can saturate the nation with a one-week network buy," declares Edward J. DeGray, vice president in charge of the ABC Radio network. "A few years ago he couldn't do it."

Flexibility Six Ways

How can advertisers take advantage of network radio's flexibility and saturation coverage? NBC's Matthew J. Culligan, executive vice president in charge of the radio network, lists six ways: (1) *Introducing any new material,* whether it is new brands or models or whether it is a new advertising theme; (2) taking advantage of advertising on *holidays* keyed to a particular business; (3) concentrating advertising on *particular days of the week* and even particular hours; (4) pushing seasonal products *in season;* (5) *capitalizing* on fast-breaking developments, and (6) tying-in with *special events.*

Advertisers also have the advantage, networks declare, of regional line-ups and "tailored networks." However, there is some disagreement as to how far this should go. As Mr. Culligan states, "We are a national operation, and for that reason we do not solicit or encourage regional networks." Adds Mr. DeGray, "We can put any number of stations on, but it must be a 'reasonable' amount and line-up of stations for a reasonable purpose, lest we be treading in the spot area."

The CBS Radio policy in regard to split or regional networks "is simply that we welcome an opportunity to discuss an advertiser's distribution problem with him," explains Benjamin Lochridge, CBS Radio sales manager of network sales. "There is no set policy as to minimum size of the network, but generally speaking it must be a reasonable network."

Mutual Differs

On the other hand, Lawrence Field, MBS national sales manager, cites the split network as one of the prime examples of network flexibility. Mutual's operational system tailors availabilities to specific needs, he states, "whether requirements be for full or regional network buys, long-term or short."

The following is a documentation by the networks of the various types of flexibility:

I. With any new product or new

FLEXIBILITY

model of a product, an advertiser's objective is to achieve consumer recognition as quickly as possible. He can best do this, say the network salesmen, by taking advantage of the "speed and saturation coverage" of network radio.

The automobile and automobile accessory industries are leading users of all networks at this time of year to introduce new models and products. CBS, for example, will have Chrysler, Dodge and Plymouth on its *Impact* segments for from two to four weeks in the last quarter. Also, Oldsmobile for seven 5-minute newscasts a week for four weeks and Cadillac for five 5-minute newscasts a week for four weeks. American Motors and Jaguar, among others, will also be on CBS during the fourth quarter.

"Advertisers," Mr. Lochridge points out, "can determine their length of schedule, length of program and type of program pretty much to suit themselves."

ABC's Mr. DeGray: "An advertiser today can saturate the entire nation with a one week network buy."

The purchase by Buick of a 13-week saturation campaign in comedy skits starring Bob Hope on NBC's *Monitor* marks the first use of what the network calls "Idea Planning." Objectives of the Buick campaign, NBC reports, are (1) to get the message of the new Buick line to motorists via the car radio audience, (2) to acquaint the public with Buick's new tv and print themes to be introduced in the fourth quarter, and (3) to link Bob Hope with Buick.

Relies on Football

Pontiac, biggest automobile advertiser on ABC, will rely greatly on the Notre Dame football broadcasts to introduce its new models. "Notre Dame football is an example of a feature that couldn't be afforded locally," says Mr. DeGray, "and of the network's function of doing things for stations that they can't do for themselves."

A four-week full network drive is being conducted on Mutual by General Motors Corp. for its new line of GMC trucks. General Motors had a similar saturation campaign on MBS last fall.

II. Tie-ins with special holidays keyed to their particular businesses and reaching vast audiences have brought many advertisers to the networks. The Texas Co. reached listeners on the nation's roads and highways with NBC's *Monitor* over the Fourth of July and Labor Day weekends, using thirty-eight 30-second announcements in each case. The Florists' Telegraph Delivery Association, with a view to increasing Mother's Day business, scheduled a saturation campaign of 50 announcements on NBC last May 7 through 10. Parker Brothers Inc. has ordered a special pre-Christmas campaign of four weeks starting November 24.

NBC's Mr. Culligan: "The fastest way to consumer recognition is through the network's speed & saturation."

B. F. Goodrich Co. saturated Labor Day weekend over CBS to reach motorists, and Scott Paper Co. took 30 units per week on CBS prior to the Memorial Day and Fourth of July weekends to push picnic products. Pre-Christmas campaigns are in the works over CBS for Kelvinator Division of American Motors Corp. and Scripto Inc. Scripto has purchased 51 *Impact* segments in the two weeks prior to Christmas.

Hot Weather Products

Over ABC, the Miller Brewing Co. concentrates on 10-second announcements in news shows during the summer "beer drinking" months. General Mills Inc. focuses attention on hot weather products with newscasts on Saturdays and Sundays in the summer. Stanley Home Products has purchased a 30-minute show the Sunday before Christmas featuring the Boy's Town Choir for several years.

Tee-Pak Inc., which makes frankfurter and sausage casings, used Mutual to spotlight the use of such food products during the Fourth of July weekend. The Florists' Telegraph Delivery Association has run saturation drives the week prior to Christmas and Valentine's Day on MBS.

III. Manufacturers of grocery products are among those, networks

say, who use advertising on particular days of the week. Most grocery shopping, network research claims, is done on Thursday and Friday, and network radio offers advertisers in this category "an easy national buy" on these important days.

IV. Strictly seasonal advertisers are also encouraged by the networks to try their services. "In pre-tv radio, minimum contractual requirements were generally 26 weeks," CBS' Mr. Lochridge recalls. Today, he says, there is certainly a place for the seasonal advertiser as "adaptability is the keynote now."

NBC comes up with a typical example of seasonal saturation. The Commercial Solvents Corp., in behalf of its Peak and Nor'way anti-freezes, is on the network during six weeks that fall within the key periods for anti-freeze sales: The weekends of September 13, 20 and 27, and October 11, 18 and 25. The 246 participations on *Monitor* are geared "to reach millions of motorists at the very time of year when they are most conscious of the need to equip their cars for winter driving."

V. The networks also declare that advertisers can capitalize on fast-breaking developments. The ability to get national advertising "in 24 hours by merely making a phone call" was illustrated recently when Chrysler was declared a winner in the Mobile Economy Run. "Within hours" after the official decision, NBC was broadcasting the results to the nation, and within 24 hours another Chrysler promotion announcing the triumph was on CBS.

MBS's Mr. Field: "The split network—regional or short-term — is one of the prime examples of our flexibility."

VI. In addition, advertisers are tying in with special events and announcing special offers, network sales records show. Examples of the former are: Fisher Body Division of General Motors, which sponsors the Craftsman's Guild Award Dinner over CBS every year; Aluminum Company of America's sponsorship of live coverage of the Motor Boat Shows in New York and Chicago over NBC and co-sponsorship by three regional advertisers of the All-Star Football Game over ABC. An example of special offers or rates: American Telephone & Telegraph Co.'s drive over Mutual to promote greater use of the more economical nighttime-weekend long-distance phone calls.

Tailored Networks

The split, regional and tailored networks are said to provide advertisers with the coverage of network programming without buying a national line-up. NBC, which does not "encourage" these line-ups, nevertheless declares there are several exceptions "which have a long and illustrious history." *Three-Star Extra*, sponsored by the Sun Oil Co., is a stand-out example.

"On the other hand," says Mr. Culligan, "we practice complete flexibility in copy testing via split networks. Many advertisers find it necessary to use different copy approaches in various regions and, in some cases, products are known by different names in different sections."

For CBS, Mr. Lochridge asserts that "the two areas of programming which we require to be full network are Arthur Godfrey and *Impact* programs. Otherwise, the cut-down network must make sense. Tetley Tea, as an example," he adds, "has a distribution only as far west as Ohio, and is currently using our daytime serials on some 125 stations."

ABC limits its "tailored line-ups" to "reasonable amounts and sets of

CBS's Mr. Lochridge: "Advertisers can determine the length of schedule and program to suit themselves."

stations," with the exception of Don McNeill's *Breakfast Club* and the network news—sold only on the full network. The AFL-CIO presents weekday and weekend news broadcasts utilizing a special line-up where its union is most active.

"Advertisers who have provided their own programming, such as Sterling Drug Inc.," states Mr. DeGray, "are accommodated with regional line-ups." Sterling presents *The Sunshine Boys* Monday through Friday in the central and southern states over ABC.

Network Evolution

Network radio has evolved from an entertainment to a service medium, although the value of "name" personalities is still great. Advertisers have grown almost tenfold in number, although their buys are in smaller quantities. Minimum time buys have shrunk from 15 or 30 minutes to 10 seconds over the years.

"No other business was ever compelled to adjust as quickly and as effectively," NBC Board Chairman Robert W. Sarnoff told U. S. RADIO recently. And with that adjustment, network chiefs have been staging a fight back to a healthy future—based on the tack of flexibility in their new sell. • • •

Smoothing on Saturation Radio

A growing user of radio, this lip balm employs the medium to reach the whole family

Transcriptions of the new Chap Stick commercials are played by Paul G. Gumbinner, vice president and radio-tv director of the Lawrence C. Gumbinner Advertising Agency Inc., for Everett Bond, general manager and sales director of the Chap Stick Co. at Lynchburg, Va. Mr. Bond visited the agency in New York to go over final plans for the spot and network campaigns that were scheduled to begin early in the month of October.

60% of Total Advertising Budget to Radio

Ears are as important as lips these days to Chap Stick. The makers of the top-selling lip balm are depending on radio to reach the listening ears of every member of the family.

Embarking on a new campaign to build sales for its fresh package now in national distribution and to promote wider consumer use, Chap Stick is doubling its spot radio budget beginning in October and is adding a network news show.

With 60 percent of the total advertising budget going to the sound medium, radio is spearheading the largest national advertising campaign in the history of the Chap Stick Co. The remaining funds are going to general and specialized magazines and point-of-sale merchandising, according to Everett Bond, general manager and sales director of the Lynchburg, Va., firm.

"The personalized case will be stressed in the campaign," says Mr. Bond, "and is one reason why radio is being used so heavily. During the planning stages, we came to our agency with an all-important question: How do we reach everyone? Income bracket makes no difference with our product; sex and age make no difference; occupation makes no difference," Mr. Bond declares. "The answer was saturation radio."

The Chap Stick radio buy includes spot in about 50 markets, to include up to 90 stations, and three-day-a-week sponsorship of Morgan Beatty's *News of the World* on the full NBC Radio network.

Chap Stick's increased advertising activity, says Mr. Bond, is a climax to "18 months of product refinement." The new drive will promote:

- A new swivel case that replaces the "push up" model.
- The habit of carrying Chap Stick at all times in pocket or purse.
- The extensive use made of the balm by outdoorsmen as well as women and children.
- The personalized case—marked so that each member of the family can identify his own.

The national campaign will be keyed to the broadened consumer theme: "Get that good Chap Stick feeling!"

"With national distribution of the new package completed, we wanted to use radio wherever we could," says Paul Gumbinner, vice president and radio-tv director of the Lawrence C. Gumbinner Advertising Agency Inc., New York. "The usage of spots will be pretty heavy, saturation going as high as 35 spots a week in some markets. The network buy of more than 200 stations—as an adjunct to the spot operation—gives us blanket coverage."

The Gumbinner agency, whose total radio billings will be up about 20 percent over 1957, is using radio very heavily for a number of clients. "Some of our clients use radio almost exclusively while for others its use has been very strong," Mr. Gumbinner says.

"Occasionally a company salesman asks: Why radio? We tell them that as far as budgets and costs are concerned, and the ability to reach more people more frequently, radio is still tops."

The very nature of Chap Stick's product and clientele makes radio a medium of prime importance for meeting specialized local problems,

the company's Mr. Bond points out. "Radio is excellent for us because it does an exceptional job in reaching the whole family market. After all, our product is used by two-year-olds and 90-year-olds.

"In our desire to have advertising follow the flow of goods, our use of radio enables us to come in behind and pour in advertising support," he says. "Spot radio, of course, has the ability to get into a specific area at any given time when an advertising push is needed."

Mr. Bond cites the example of a Nielsen market survey of several years ago that indicated the need for more Chap Stick advertising in the nation's larger cities. "Radio fulfilled that aim, too, to the point where we now show a pretty even picture from the smallest hamlet to New York City."

Chap Stick has been a steadily increasing user of the senior air medium. "Seven years ago radio was tested in New York and the following year in about 10 markets," Mr. Gumbinner notes. "Our use of the medium gradually grew to a pattern of about 25 to 44 markets until this year. We favored ET's or partial ET's, primarily on a spot announcement basis, plus scattered news and weather shows where programming, time and audience factors met all our requirements."

Mr. Gumbinner adds that spot radio has permitted Chap Stick to employ an elastic budget. "Two years ago," he explains, "we increased our radio use 50 percent in mid-campaign. This year we have a reserve budget for special situations in any area of the country where an increase is warranted."

For a product of such broad national distribution, radio's vast coverage is important, says Anita Wasserman, Gumbinner timebuyer for the account. Chap Stick is sold, according to the agency, in practically 100 percent of the nation's drug stores plus super markets, tobacco stores, general stores and even gasoline stations.

Important Local Appeal

"Although radio is a national medium," she declares, "its local nature has proved important for our purposes. Since Chap Stick is sold everywhere in local outlets, we try to let local personalities do the selling. A local station with a personality who is a good salesman gives a product a wonderful boost."

Miss Wasserman says that in choosing a station for Chap Stick spots she favors an adult audience. "We are trying to reach teenagers, in addition to reaching every other member of the family. In deciding on a station we, of course, make use of the various ratings. However," she states, "we like to listen to a station's tapes to determine whether it provides the right atmosphere to attract the whole family."

For that reason also, Chap Stick spots are usually confined to morning traffic hours up to 8:30 a.m. and to evenings from 5 to 7 p.m. "We try to avoid having too many spots in the daytime because dad and the kids might miss them. Participations in and adjacencies to newscasts," she adds, "have proved the best way to reach the men."

Miss Wasserman explains that while three different spot radio plans that stayed within the budget were submitted for Mr. Bond's approval by the agency, all stuck to "adult stations" and "general" time periods.

Mr. Bond revues media strategy with Anita Wasserman, timebuyer on the Chap Stick account. It was decided that the spot campaign should concentrate on stations where local personalities give the product "a boost," and where the messages would reach every member of the family.

"The father on his way home from work, the mother preparing dinner, the college and teenage groups catching up with the news—all are targets for our transcriptions."

"The basic formats for these new Chap Stick transcriptions," Mr. Gumbinner explains, "are simulated interviews with different types of people — engineers, nurses, servicemen, housewives—talking in a rather human way as to why they use Chap Stick and also indicating the wide variety of people who can use this product.

"In our magazine ads we picture a variety of persons. Radio makes the all-family idea even easier to get across," Mr. Gumbinner says, "considering that a listener may hear as many as eight different one-minute spots."

The spots all begin with the announcer giving the key phrase, "Give your lips that Chap Stick feeling," followed by a user's "testimonial." The announcer then points out other advantages not mentioned by the customer. Typical testimonial is this one from a mother:

> My boy was always bothered by dry, chapped lips. He'd lick them, which made them worse, and wouldn't let me do a thing for them. One day he noticed his father using Chap Stick and right away asked for a Chap Stick just like Daddy's. He carries it with him all the time and his lips are in wonderful shape now.

The personalized case is stressed in this ET by the announcer's suggestion that "each child should have his own Chap Stick, just as he has his own toothbrush. Tuck Chap Stick in their pockets every day."

The Gumbinner agency has prepared promotion kits for stations that provide merchandising services, "but we do not insist on this help. What we are buying is *radio,*" Miss Wasserman declares. "If the stations offer a merchandising plus, that's fine, but primarily we want the station that will sell Chap Stick."

She points out, however, that the kits were prepared after various stations "had done such a fine merchandising job, even when not organized to do so."

Also backing up the radio campaign will be an assortment of point-of-sale display material, which has been made available to all retailers in pre-packaged form ready for multiple display use. The merchandising material, the agency reports, is specialized for each type of store.

Mr. Gumbinner puts final copy for the Chap Stick ET's to the test of the stop watch, as copywriter Thomas Lisker looks on. Copy stresses the idea that every member of the family should carry his own "personalized" Chap Stick, and simulates interviews with various types of people who use it.

Chap Stick was first produced in 1882 but was not heavily promoted until 1938 when it went into national distribution. The first national advertising was in magazines.

During World War II, the product became popular with men in the Armed Forces and was sold in the PX's as well as being supplied to the government as standard equipment in survival kits.

The marriage of Chap Stick and radio, in Mr. Bond's words, "should go on and on. We are able to reach more people in more places in all seasons and weather. And we are able to do it frequently and at lower cost. The very nature of the product makes radio a primary advertising medium." • • •

How Appliance Dealers Use Radio

These retail stores make constant use of sound, with the emphasis on sales times

The corner appliance dealer has just been through a year of tough sales and stiffening competition. His advertising and promotion needs have never been greater because today's consumer won't buy until he is sold. Many dealers are finding that the proper use of radio is the answer to promotional problems.

There are upwards of 70,000 stores in the U. S. that sell appliances—products ranging from radios, tv sets and phonographs to freezers, washers, dryers, refrigerators and ranges.

In 1957, total appliance sales reached $7,885,100,000. So far in 1958, sales have not measured up to the previous year. The exceptions to this are new products, which most appliance stores advertise heavily because of their newly discovered utility.

Among the products that have increased sales this year are: disposers, 11.2 percent, and built-in ranges, 15.8 percent. These are seven-month figures.

Some of the items that are down this year are: electric clothes dryers, 14 percent; gas dryers, 15 percent; freezers, 5.7 percent, and automatic washers, 12.1 percent.

The appliance dealer, selling the finished products of many of this country's leading industrial giants, has by tradition been a heavy newspaper advertiser. In the past, he has favored a visual presentation of his wares.

In greater numbers, though, appliance stores are also showing a decided preference for the job radio can do. In a U. S. RADIO survey, it was found that in many cases appliance stores represent as much as 20 percent of a radio station's local business.

In place of a picture, many appliance stores have substituted sound in various forms, as follows:

- Heavy spot schedules at sales times and for special seasonal promotions.
- Continuous advertising to establish store identification.
- Programs such as news and sports to appeal to the man.
- And programs during the day to appeal to the woman.

Although appliance business is a growing category for radio stations, many such stores have been long-time users of the medium.

WGBI Scranton, Pa., for example, has an account that has been with the station 24 consecutive years—Eynon Drug Store and Sugerman's, two jointly-owned outlets, described by the station as one of the largest major appliance dealers in the East. The station says, "Through the years their radio advertising budget has increased every six months, warranted by results. They are currently running a heavy fixed spot schedule morning, afternoon and nighttime. Direct results have been proved down through the years with the client selling major appliances to radio-attracted customers from as far away as 100 miles. Fifty percent of their advertising budget is spent on radio, with the rest divided between television and newspapers."

The results that radio has brought many appliance dealers are well documented. N. Horowitz & Sons of Philadelphia traces a considerable increase in this year's business to its use of WIP. The company declares, "We find that our WIP advertising has so stimulated business that it is 15 percent ahead of the same period last year.

"In addition, through promotion of our 'Six Hour Sales,' we have registered the greatest sale in our history which totalled $5,800 for six hours, almost $1,000 an hour." N. Horowitz & Sons has been advertising on the station for seven years.

Automatic Blankets

An even more dramatic testimonial to radio's effectiveness for this retail category occurred nearly a year ago. The Electrical Association of Philadelphia, in conjunction with WIP, staged a special radio push for automatic blankets. Prior to October 26, 1957, 92 percent of the housewives surveyed could not remember any advertising for automatic blankets. What followed was an intensive 10-day radio campaign. During this period, 236 announcements were used. Housewife telephone interviews were resumed after the seventh day and continued until the end of the campaign. On the 10th day, 48 percent of the housewives could remember automatic blanket advertising and 44 percent could actually identify radio announcement copy themes.

The problems involved in selling appliance dealers are many. Judging from replies from stations, most of the difficulties revolve around co-op outlays.

As stated by WIRK West Palm Beach, Fla., "The main problem is that most of the stores can get 75-25 co-op for newspapers, but only 50-50 on radio. Sometimes no co-op for radio."

Red Tape

WSJS Winston-Salem, N. C., declares, "It seems that every manufacturer has a different plan, and often too much red tape is involved in securing authorization. It is our opinion that most dealers would use radio if a clearer and more lucid co-operative advertising plan was made available to them by the factory and/or distributors."

What radio can do about it is suggested by WSTV Steubenville, O. "The radio industry's big job," the station declares, "is to sell the factory and distributor rather than the dealer. Most dealers want to use radio but are enticed into using newspapers by large co-op money."

Another problem that radio is facing today in selling the appliance store, as expressed by KNOE Monroe, La., is fighting the argument that a store needs advertising with visual and demonstration qualities.

The uses that appliance stores make of radio are varied. A very popular type of campaign is the special seasonal push involving concentrated and heavy use of announcements. WFAA Dallas, for example, reports that all Westinghouse dealers held a special drive in June for room air conditioners. The schedule comprised 50 one-minute announcements a week. Five other Dallas and Fort Worth stations were used as well as other area stations, WFAA states.

In support of the seasonal promotion, WINN Louisville, Ky., declares that its appliance business today is the highest in its 17-year history. The station says that most of its customers use heavy concentration when special sales arise. As a consequence, 90 percent of its appliance business is in spot announcements. "Most of them," WINN states, "use a minimum of 25 spots a week and sometimes as high as 200 spots in a three- or four-week campaign . . . with a really good story to sell, like a trade-in or a beat-the-heat item.

"Some use such things as whisper sales, penny sales and door prizes with one thing in mind—the use of radio to create and generate interest in traffic in their stores, leaving the hard selling to the salesman on the floor."

WFBR Baltimore, Md., also notes that most of its appliance business is in seasonal promotions utilizing announcements. A two-month sale it promoted on behalf of automatic clothes dryers resulted in an increase in sales of as high as 500 percent for that item in some of the retail stores sponsoring the campaign.

Another short-run campaign that had results is reported by KXO El Centro, Calif. In August, a furniture dealer wanted to close out window air conditioners in sizes of one- to two- and one-half tons. "The entire stock of 28," KXO declares, "was sold in five days with a 30-spot package. The brief campaign cost $95 while sales totalled $7,580."

'Warehouse' Sales

Two Washington, D. C., appliance stores also have had great success using heavy saturation radio to promote "warehouse" sales, WWDC states. These sales, the station declares, are usually pegged during normally non-busy or closed hours, i.e. late hours in the evening, Saturday nights and all day Sunday.

WAVZ New Haven, Conn., states it has five appliance accounts that use special promotions throughout the year utilizing announcements. "They saturate all day and sometimes all night, 24 hours per day, preferring days, of course." KENT Shreveport, La., also notes that the majority of its nearly 20 appliance accounts use saturation spots on a run-of-schedule basis.

An interesting version of the seasonal type promotion occurs in many communities where work is seasonal. For example, WDVA Danville, Va.,

Regular programs emanate from this mobile studio of WDSU New Orleans. It is often parked at a store for one or more weeks.

states that its heaviest appliance business is during the tobacco harvesting season. Announcements are used adjacent to news, farm and women's shows.

The use of radio on a continuing, year-around basis also is popular with many appliance dealers, despite the fact that the "sales" nature of the appliance business makes for heavy use of short-run drives. One great advantage to continuous advertising is developing a constant source of customers. KPRS Kansas City, Mo., reports that its appliance business is on a continuing schedule, based on the leads provided by the broadcasts. As opposed to announcement schedules, KPRS says its accounts use 15-minute and 30-minute programs advertising special reductions, gift certificates and other items for people who call immediately. One account, the Jenkins Music Co., selling major appliances, started with a 30-minute show on Sunday mornings and then added two 15-minute programs on Thursday and Friday mornings each week from 10 to 10:15 a.m.

"Creating an equity in a good program property and staying with it" is the reason advanced by WHBF Rock Island, Ill., for the steady advertising on its station of the Iowa-Illinois Gas & Electric Co. and Andich Furniture Co. The furniture store uses two quarter-hour news shows Sunday through Saturday while the utility sponsors a 15-minute service program called *Round the Town* announcing club news, new babies and marriages, Monday through Friday, 3 to 3:15 p.m.

Negro Audience

According to WDIA Memphis, it is vital to advertise continuously if an appliance store wants to penetrate the Negro audience. Saturation campaigns and special sales, the station says, are not the best vehicles to reach this audience. Sales are best accomplished by a "steady, constant confrontation of the audience with the advertiser's name and message," the station states.

WDIA says that General Home Service was its first appliance account. "Today, the company is the largest volume GE dealer in the area." The Memphis market, according to the station, is 42.2 percent Negro.

Most appliance stores, of course, who advertise on a continuous basis also use announcements at certain times of the year. KOPR Butte, Mont., explains that its appliance accounts "keep their names in front of the public on a continuing basis, but use spots heavier during sales season."

As for programming, news is by far the most popular form of sponsorship. Announcement users often place their schedules adjacent to news shows, too. WRFD Worthington, O., has an account, John Evans, that uses seven 5-minute news programs weekly. WMT Cedar Rapids, Ia., has three 52-week accounts that use three newscasts a week each: Modern Appliance (GE), 7 a.m. Tuesday, Thursday and Saturday; Smulekoff's, 8 a.m. Monday, Wednesday and Friday, and Iowa Electric Light & Power Co., 6 p.m. Monday, Wednesday and Friday.

Because many appliances are used by the housewife solely, stores also make a pitch in their ad efforts for the woman of the house. WFPG Atlantic City, N. J., has an account, the Mack Home Appliances, that sponsors the *Perry Como Show* 15 minutes, six days a week at noon. And KGNC Amarillo, Tex., reports that when its appliance dealers use spots, they prefer a woman's audience. And a similar choice is made by the appliance stores on KRES St. Joseph, Mo., where the times bought are 8:30 to 11 a.m. and 1 to 3 p.m. in order to reach the housewife, or "commuter's time."

Although a part of radio's appliance store business is in support of a national promotion by a name brand, the major portion is aimed at establishing the store's name and location in the local community. As a consequence, many stations go out-

Any dealer who spends more than $300 a week for 13 weeks on WINN Louisville, Ky., is entitled to this 24-sheet poster for a 30-day showing.

side their studios and broadcast from the store in order to promote the outlet's location.

A special Show Wagon is employed by WFIL Philadelphia which broadcasts from the site of appliance stores. The station says that "dealers find that the crowds attracted more than make up for the additional cost."

A Volkswagen mobile studio broadcasting from appliance stores such as Baker Bros. in downtown Los Angeles is used by KBIG. The studio on wheels is often parked in front of stores and is used as a source for disc-jockey programming.

In Canada, CHUB Nanaimo, B. C., has had success with its Chubmobile and features it as a regular mobile show daily on location. The T. Eaton Co. department store found a Chubmobile broadcast between 5:10 and 5:15 p.m., aimed at the peak car audience, produced direct sales of home freezers the next day. A feature of the broadcast was an interview by a station personality with a member of Eaton's staff on location in the store.

'Most Impressive'

WDSU New Orleans also has a mobile studio that it parks in front of appliance stores for one or more weeks. The station has its regular programs emanating from the on-the-scene locations. The zone manager of the B. F. Goodrich Tire Co., whose stores sell appliances, last June called attention to the results this type of show produces. "The portable broadcasting station that you parked . . . in front of our store was most impressive and did a lot to stop traffic and draw attention to our sales promotion," he said.

The case for radio as an effective ad vehicle was summed up for WEJL Scranton by the appliance department manager of Scranton Talk. "As one of your oldest and well-satisfied clients, we are happy to say that we get maximum return on every advertising dollar we spend on your station. We know that in addition to getting maximum return on advertising, the good will and cheer . . . could never be measured by any yardstick." • • •

How Appliance Stores Use Radio

The following is a listing of what dealers are using, based on returns from stations in this mail questionnaire sampling:

ARKANSAS
KOKY Little Rock: Seasonal spots (early and late morning, noon and between 4 and 6 p.m.)

CALIFORNIA
KBIG Avalon: Year-around saturation spots plus two quarter-hour record shows.
KXO El Centro: Spots in early morning, 9 a.m. to 5 p.m. and Sunday afternoon; news, sports and music programs.
KFRE Fresno: Spot announcements in traffic times and around women's programs plus news program sponsorship.
KLAC Los Angeles: Daytime, traffic and Sunday spots; record, news and weather programs.

CONNECTICUT
WAVZ New Haven: Saturation seasonal spots all day (and often all night).

DELAWARE
WTUX Wilmington: Early morning and late afternoon seasonal spots; five-minute news program throughout the year.

DISTRICT OF COLUMBIA
WWDC Washington: Year-around spots, especially heavy for "warehouse" sales; pre-game baseball program.

FLORIDA
WIRK W. Palm Beach: Continuing spots in the morning and disc jockey participations.

ILLINOIS
WOPA Oak Park: Continuing saturation spots and programs.
WHBF Rock Island: Year-around programs — two quarter hour news shows and a quarter-hour service program, *Round the Town.*

IOWA
WMT Cedar Rapids: Saturation spots for special sales; year-around news programs three times a week (7 a.m., 8 a.m. and 6 p.m.).

KANSAS
KTOP Topeka: Year-around and seasonal spot schedules, mostly daytime.
KFH Wichita: Spots for introduction of new lines.

KENTUCKY
WINN Louisville: Heavy spot concentration for special sales, schedules ranging from 25 spots a week to 200 in a three- or four-week drive.

LOUISIANA
WJBO Baton Rouge: Year-around and seasonal spots near newscasts and soap operas; news program sponsorhip.
KNOE Monroe: Year-around spots in short flights, preferring 9 a.m. to 4 p.m.
WDSU New Orleans: Year-around and seasonal spots.
KENT Shreveport: Saturation spots; music programs.
KWKH Shreveport: Spots to supplement national promotion.

MARYLAND
WFBR Baltimore: Seasonal spots for special promotions.

MASSACHUSETTS
WEZE Boston: Monthly announcements; news and five-minute personality programs.

MISSOURI
KPRS Kansas City: Year-around 15- and 30-minute programs on Thursday, Friday and Sunday mornings.
KRES St. Joseph: Year-around and seasonal spots aimed at housewife and during commuter's time; news, market and weather programs.
KXOK St. Louis: Seasonal spots during the day.

MICHIGAN
WKMI Kalamazoo: Year-around and peak season spots; 15-minute disc jockey program from a store three days a week.

MINNESOTA
WCCO Minneapolis: News twice a week from 10 to 10:15 p.m.

MONTANA
KOPR Butte: Year-around spots.

NEW JERSEY
WFPG Atlantic City: Spots plus 15-minute music show six days a week at noon.

NORTH CAROLINA
WSJS Winston-Salem: Year-around and seasonal spots day and night; weather reports and news programs.

OHIO
WSTV Steubenville: Year-around morning spots and news programs.
WRFD Worthington: Year-around saturation spots (20 to 40 a week); five-minute news programs for 52 weeks.

PENNSYLVANIA
WFIL Philadelphia: Year-around and seasonal spots; five-minute news programs.
WIP Philadelphia: Year-around spots aimed at male audience; feature and music programs.
WEJL Scranton: Year-around spots; music and news programs.
WGBI Scranton: Year-around spots, morning, afternoon and evening adjacent to network shows.

TENNESSEE
WDIA Memphis: Year-around spots; popular music and Gospel programs.

TEXAS
KGNC Amarillo: Spots to reach the female audience; news programs.
WFAA Dallas: Seasonal spots, 7 to 9 a.m. and 3 to 5 p.m.
KFRO Longview: Year-around and seasonal spots; three 15-minute programs a week.
KTEM Temple: Year-around and seasonal spots near news and weather shows; news programs.
KWFT Wichita Falls: Year-around saturation spots; morning news and western disc jockey programs.

UTAH
KSL Salt Lake City: Year-around and seasonal spots, daytime near network shows.

VIRGINIA
WDVA Danville: Year-around and seasonal spots throughout the day adjacent to news; news, farm and women's programs.

CANADA
CHUB Nanaimo, B. C.: Year-around spots adjacent to news and *Chubmobile* shows; news, sports and musical programs.

How Automobile Sellers Can Better Use Radio

The following are excerpts taken from the Master's thesis of Howard Kamin, research analyst for the Radio Advertising Bureau. This summary follows a review of the 116-page project by the editors of U. S. RADIO.

In many markets throughout the country, automobile dealers are radio's most important local customers. Yet a survey conducted by Fact Finders for Radio Advertising Bureau reveals that 44 percent of metropolitan automobile dealers do not use radio as effectively as they can. Results such as this indicate that perhaps dealers are not taking proper advantage of radio's assets. To remedy the situation, stations must aid and guide dealers in making better use of the medium.

Every dealer has unique marketing problems and advertising objectives. There can be no stereotyped approach in buying radio. An analysis of dealers' radio buying habits, however, does indicate that advertising objectives might better be accomplished if dealers consider the following:

1. Dealers confronted with station selection should not be swayed by quantitative factors only.
2. The prime driving hours are not the only strategic time periods to reach the adult male.
3. The female audience exercises a great deal of influence in brand selection.
4. Because of radio's cumulative affect, a dealer with a consistent advertising effort can do an efficient advertising job despite a relatively light schedule.
5. A favorable dealer image can be developed by radio personalities and through the creative use of music and humor.
6. It is sound strategy for dealers to reinforce the psychological impact of their advertising by setting up a merchandising program at the point-of-sale.

When current radio buying techniques are related to the medium's qualities, the following are the points on which the dealer's approach to radio falls short.

"Prime Time" Blindness

Although the automobile has mass appeal, it carries a selective price tag. Most dealers regard the adult male as the prime decision maker in the selection and purchase of a new car. Accordingly, their advertising is scheduled to reach this prime prospect.

Radio salesmen can produce reams of research proving that radio which primarily is a mass medium can be utilized on a selective basis to pinpoint prime prospects. Audience composition figures and listening habit studies are used to point out that more adult males can be reached during the 7 to 9 a.m. and 4 to 6 p.m. prime driving hours. As a result, an analysis of New York dealers' scheduling pattern shows that 84.2 percent of total program minutes and 40.2 percent of total announcements are scheduled within four hours of the 18-hour broadcast day. This "prime time" blindness has its pitfalls.

The male prospect does not confine his listening time to the prime driving hours. A glance at the accompanying table reveals that substantial listening takes place during every day part. In fact, on the average quarter hour in the New York metropolitan area an automobile dealer can reach more males between 6 p.m. to 12 midnight than in any other six-hour day part. For example, between 6 p.m. and 12 midnight it is possible to reach 582,806 male listeners on the average quarter hour; between 6 a.m. to 12 noon there is an average of 559,737 male listeners; from 12 noon to 6 p.m. there are 464,902 male listeners tuned in on the average quarter hour.

Don't Overlook the Woman

Dealers also have a tendency to overlook the influence of the women in choosing the family automobile. The current thinking of most automobile marketing men is to regard women as having a definite influence in the choice of color, style and comfort features of a car, but it is believed that men select the make of the car. Dealers have concentrated on reaching the male prospect and have virtually ignored the female audience.

Recently, surveys have been made which point out the influence of women in the selection of brand and where that brand should be bought. The wife is mentioned in 63.3 percent of new car purchases as having played an important role in selecting the new model. The husband is mentioned in 73.3 percent of cases. Research such as this indicates that both the adult female and male family members play an equally important role in car selection.

If dealers are interested in reaching the female, then daytime scheduling, particularly during the late morning hours, will be most productive. For example, during the average minute of any weekday morning, at least 24.5 percent more women are listening than in any other day part.

Consistent Ad Effort

The examples of radio's efficiency and ability to reach mass audiences

are impressive. The average dealer rarely can afford to schedule 200 announcements per week. In fact, 25 announcements per week would be regarded as a heavy schedule by New York dealers.

The average New York distributor schedules 12 spot announcements per week. The average dealer scheduling program segments buys six segments weekly. If these schedules are typical, dealers cannot hope to reach prospects on a mass basis unless they advertise consistently.

Analysis of New York Broadcast Advertisers Reports reveals that most dealers buy radio for only unusual and seasonal sales events. Of the New York automobile dealers on radio, only three Chevrolet dealers maintained consistent advertising schedules for more than six months. The bulk of distributors utilize radio advertising in a sporadic manner—especially heavy for introduction of new models. While this can be sound strategy, it requires a great quantity of announcements to be effective.

Dealers can get more consistent results, however, if they extend the duration of their campaigns. The cost economy of radio enables a dealer with a limited budget to maintain consistent advertising pressure over longer periods of time through frequency discounts and package plans.

For example, a schedule of 200 announcements in *one* week reaches 53.3 percent of a market's radio homes. A schedule of 25 announcements per week for *four* weeks reaches 49.3 percent of a market's radio homes.

Personalize Commercial Messages

The ability of radio to implant memorable messages and for listeners to associate these messages with the visual product symbol is a tribute to radio's psychological impact.

Key to the creation of a showroom image through sound is the local radio personality. Almost all selling is personal and the announcer aided by music and sound effects can develop an appropriate showroom image.

In a recent Pulse study, 90.5 percent of people interviewed could name a local radio personality in their broadcasting area. Almost two thirds were aware of the product advertised on these personality programs. Seven out of 10 indicated that they would try a new product recommended by their favorite personality. Radio listeners also react emotionally to what they hear on the aural medium. In a study to determine why people use various media, radio was found to involve listeners emotionally through the use of sound. Listeners who had bought products advertised on radio mentioned three reasons why radio helped them make a buying decision: The merchandise had value, sound was used effectively to create product appeal and the human voice of the local personality made the offer believable.

Imaginative Station Selection

Dealers adhere too rigidly to formula buying in their selection of radio stations. Costs and ratings are only two aspects of station selection. There are other dimensions to consider. Motivational researchers have discovered that each station develops a distinct station image in the mind of its listeners. The station's authority and popularity play an important role in determining how listeners react to commercial messages.

It has been recommended, therefore, that dealers not be swayed by impressive numbers *or* psychological terminology. A station must be evaluated solely from the point of view of the dealer's marketing goals. The ability to reach real prospects for his make of car, not merely listeners, is the ultimate measure of efficient station selection.

Use Merchandising Support

One basic problem facing advertisers today is the increased competition for consumer attention. With the average family exposed to 1,518 advertising impressions per day it is getting increasingly difficult to achieve memorable advertising impressions. Moreover, soon after exposure advertising messages tend to be forgotten and obscured by many other daily events.

Favorable product images associated with the original advertising messages are more readily recalled at the point of purchase, if consumer memories are refreshed with posters, banners and other merchandising techniques.

Most radio stations are ready to cooperate and aid advertisers in setting up an effective merchandising program. • • •

When and Where Do Men Listen?

	Males Above $7500 Income	Professional Men	Working Men	Young Men (25-35)
% listening in week	93.3%	90.4%	92.4%	93.4%
Average hours per weekday	1:42 min.	1:32 min.	1:59 min.	1:36 min.
% listening daily:	75.0%	73.2%	75.0%	75.7%
6 a.m. to noon	58.8%	56.0%	58.0%	57.4%
Noon to 6 p.m.	36.7%	30.2%	32.2%	35.6%
6 p.m. to midnight	32.3%	25.8%	30.7%	27.9%
Favorite programs	Music News Variety	News Music Variety	Music News Variety	News Music Sports
Favorite listening post	Automobile Kitchen Bedroom	Automobile Kitchen Bedroom	Automobile Kitchen Living room	Automobile Kitchen Living room

Source: The Pulse Inc. "Listening Habit Surveys," published by RAB.

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

VANCOUVER'S BEARDED WONDERS gather for CKNW's centennial beard contest. Contestants—here vying for the bushiest beard in the province—numbered more than 500. Other categories were: Most colorful; best mutton chops, van dyke and goatee; most unique; curliest, and longest. In a close contest, the champion won by a hair.

FINDERS KEEPERS ARE the watchwords in the WCPO Cincinnati hidden treasure contest. David Smith (left) and Robert Piaget (right) demonstrate where they found one of the $1,000 cash certificates concealed by the station for the promotion. Looking happy but envious are Olan Stigers (left), Gordon Potato Chip executive, whose firm sponsored the competition, and Pat Crafton, station manager.

LUNCHEON AT TWENTY-ONE is the high spot of the day for these representative and agency executives, some of the 128 entertained by KOIL Omaha and KMYR Denver. Watching a presentation for the Star Stations are (left to right): William Kosta, Denver advertising executive; Thomas Dooley, Adam Young Inc., New York; Jeff Fine, Robert Widholm, Sam Vitt, Stuart Eckhardt, all of Doherty, Clifford, Steers and Shenfield, New York; Gloria Maheny, J. Walter Thompson, New York; Edward Green, Doherty, Clifford Steers & Shenfield, and Arthur Pardoll, Foote, Cone, & Belding Inc. of New York.

HOUSEWIVES PROTECTIVE LEAGUE takes a coffee break as nearly 100 key agency personnel turn out for presentation in New York featuring HPL directors from four major markets. Chatting with Galen Drake (right), an original member of the HPL program, and HPL General Manager Ed Wood (left) is Victor Seydel, radio and tv director for Anderson & Cairns Advertising Inc., New York.

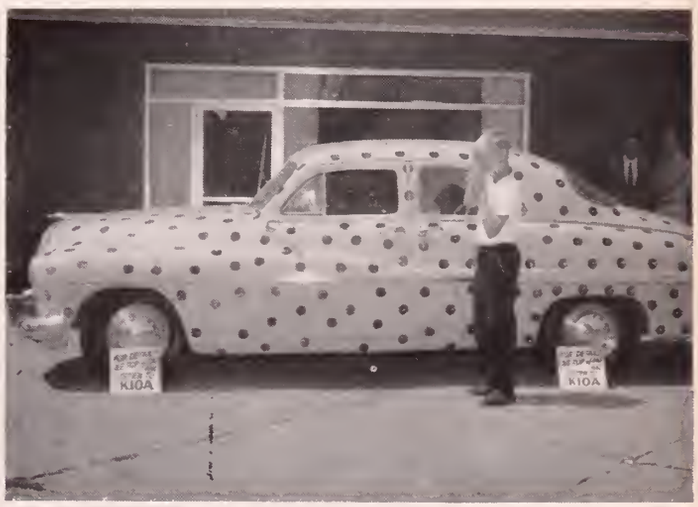
THE MARINES LAND at WILD Boston to issue a cease and desist order to disc jockey Tod O'Hara who spent 42 hours airing a recording of Fever by Peggy Lee. The marathon platter spin brought over 5,000 telephone calls and several hundred telegrams into the station while Mr. O'Hara remained locked in the control room. According to General Manager Peter P. Theg, the disc jockey "just liked the record." Marine sergeants called "halt."

PULCHRITUDE PUSHES PROMOTION for the newest Balaban station, KBOX Dallas. These pretty young ladies help open the station by proving that radio can look as well as it sounds, and attracted much attention to the new entry on 1480.

SINGLE GIRL LIKES it that way as she wins a weekend cruise to Nassau from WQAM Miami. Gloria Hall, winner of the station's Bachelor Girl contest, receives her tickets here from General Manager Jack Sandler. Miss Hall had to submit an unusual or useful household hint, in addition to picture.

KFJI BELIEVES IT set a marathon record when disc jockey Larry Jones broadcast continuously for 169 hours and 15 minutes in celebration of the station's 35th anniversary. This feat for the Klamath Falls, Ore., outlet tops the previous record of 168 hours, KFJI declares. Listeners who came closest to estimating how long Mr. Jones' powers of endurance would last received prizes from the station.

DENNIS THE MENACE contest to create public awareness of public safety is won by Rich Kinney, who is shown with his prize, a polka dotted car. The campaign, conducted by KIOA Des Moines, called for listeners to guess which car parts were missing or defective from 102 clues broadcast. Rich answered 100 right to defeat 3,800 entrants.



Just a year ago . . .

FOR RADIO ONLY

With this issue, U. S. RADIO *makes its debut.*

We would not be human if we did not feel a degree of excitement and exhilaration. Yet this is confined under the weight of a more profound thought that no trade publication deserves the right of existence unless it fulfills a need, unless it can logically serve the industry to which it is dedicated.

The history of radio and of the broadcasters and advertisers who have had faith in it is truly one of the greatest success stories of our time. Radio is a separate and distinct advertising medium; it has its own place in the sun and certainly should not fall in the shadow of tv. Like magazines and newspapers in the print field, radio and tv are just as competitive for the advertising dollar. To those who have fought long and well for these recognitions, we now add for the first time since the advent of tv the voice of a *radio only* trade publication.

Today radio stands stronger than ever, and all indications point to a tomorrow that will dwarf today. Those of us who live too much subjectively must appreciate that though radio people know and understand radio's tremendous story, this same story constantly must be made known and understood by those who think less subjectively about radio. These are the people who use and consider radio in their advertising plans.

THE WHOLE OF AMERICAN LIFE

Is there any other medium of communication that so encompasses the whole American life as does radio? We submit there is no other. For all practical purposes, radio is in every home of our country, two or three sets in each more often than not. On the highways: Radio. On the beaches and at the resorts: Radio. And as we note in the transistor article (page 25), inexpensive transistor sets will become like "ashtrays" in the average household. And still the most tremendous development is yet to come . . . more correctly, it is here. When the Army Signal Corps releases the wristwatch radio to the American public, radio truly will be everywhere!

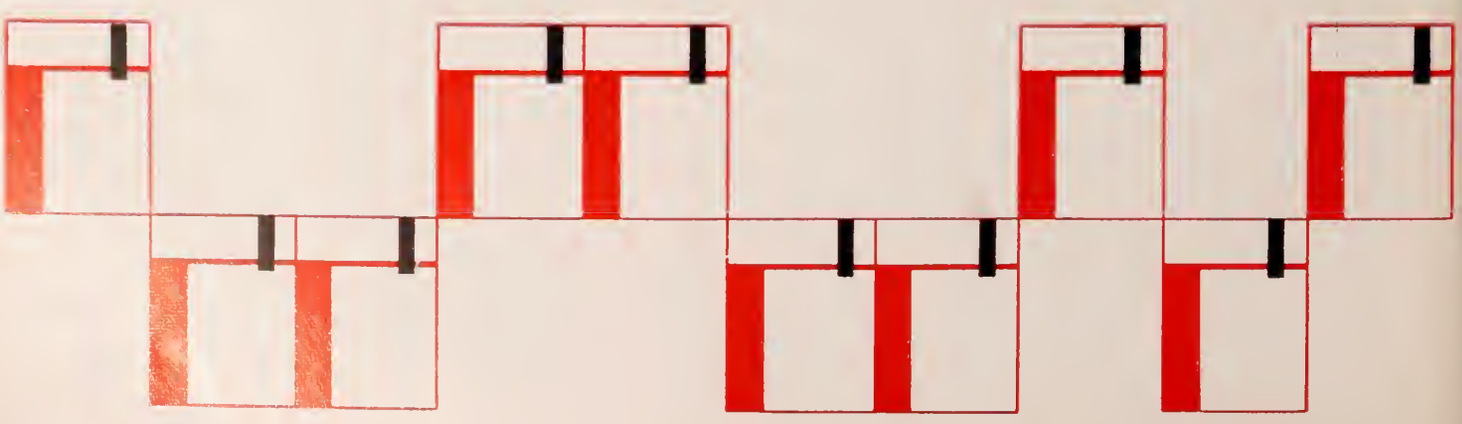
Radio *is* the mass medium to reach the whole of America. But in its very preponderance, radio is the most flexible of all media. Whether the advertiser uses spot radio or network, there are many, many different formulae that can be applied to reach all the population or any segment of it, according to the needs of the product . . . anything from "pop" to fine music, from soap operas to Shakespeare. Night or day. Whatever the need, radio stands ready to fill it.

TO THIS WE ARE DEDICATED

U. S. RADIO, an analytical and idea magazine for the buyers and sellers of radio, will devote its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the why's and how's in the succesful use of all radio, will be supplemented by regular departments presenting in concise form the significant news and trends of the radio industry. U. S. RADIO will be applauded by some at times, criticized by some at times. It will make its mistakes, it will make its points. It will constantly strive to help buyers and sellers of radio advertising in the use of the medium.

To this we are dedicated.

Editorial *U. S. RADIO* • October 1957



for buyers and sellers of
advertising
U.S.
RADIO
OCTOBER
1957
it takes
kinds
and NBC RADIO reaches all kinds
RADIO-ACTIVE 1957
The Road Heyday
Is Here!
Transistor Boom
page 23
Accounts for 37%
Of Set Sales
page 25
BEECH-NUT
$1,000,000 Budget
While Flavor Lasts
page 27
HOMETOWN, U.S.A.
Local Promotion
Sets Community Pace
page 43
William L. Wernicke
Clearance Problems
On Sinclair's 5 Second
Spot Campaign
page 54
NBC
NBC
NBC

Effective October 15

robert e. eastman & co., inc.

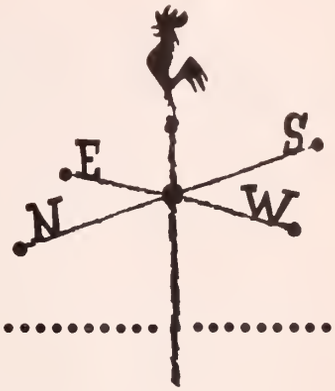
national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

CBS Radio



L. A. and Scranton Retail Stores Find Radio Made to Order

West Coast Sally chain (15 shops) spends 75 percent of budget on radio. Scranton's Globe department store has been a steady user for eight years

Pleased with the way radio has been moving goods off the shelves, two retail outfits are allotting sizable chunks of their budgets to the sound medium. Widely separated in location, they are nevertheless very close in advertising philosophy—having used radio since the turn of the decade.

In Scranton, Pa., the Globe department store is sponsoring three programs per week plus eight Sunday newscasts, and in Los Angeles, the Sally Shops are relying on radio for the major part of their advertising effort.

The Sally Shops — a chain of 15 outlets scattered around the Los Angeles area — now put 75 percent of its advertising budget into radio, according to John Bainbridge, general manager and account executive, Tilds & Cantz Advertising, Los Angeles.

The clothing chain, which caters to women and teenagers, uses 16 spots and 17 radio programs per week in the Los Angeles market on stations KBIG, KMPC and KFWB. This represents an increase in expenditure of 10 percent this year over last.

The Sally stores have been gradually increasing their use of radio for the last seven or eight years and, according to Marvin Zuckerman, owner, "We are of the opinion that radio has contributed substantially to the growth of our firm. Because of the scattered location of our stores, we have determined that we can reach more potential customers at a lower cost with radio."

According to Mr. Bainbridge, the retail chain uses spot schedules on two metropolitan and one outlying stations plus programs on the metropolitan outlets. The spots are scheduled from as early as 6:35 a. m. to as late as 5:45 p. m. The early morning announcements are designed to catch persons leaving for work at an unusually early hour and regular driving times are heavily bought by Sally because "this is obviously a choice radio buy in such an automobile-congested area as Southern California," declares Mr. Bainbridge.

Sally's program schedule includes five-minute participations in music programs on the weekends to catch beach-goers, in addition to an 8:15

a. m. news program for prestige identification. Mr. Bainbridge reports that the clothing chain also purchases a noon-time program on a country music station "which we find exerts considerable influence over many of Sally's customers in the eastern sections of Los Angeles County."

The agency changes Sally's copy each week and uses a series of 15-second recorded playlets to lead into the live commercials. When announcements concern such items as bras and girdles, the client employs a Los Angeles feminine personality to record the entire spot.

The Sally shops originated in 1938 with one store in El Monte, Calif. Several more are presently under construction, Mr. Bainbridge states.

Tilds & Cantz indicates that overall radio billings for their agency have increased in the last year by approximately $200,000. "While we certainly do not discount the importance of other media," says Mr. Bainbridge, "we have found the proper use of radio to be most effective for many of our clients, both old and new.

"We are very proud that Sally Shops was chosen last spring as the recipient of the Southern California Broadcasters Association's first award for consistent, intelligent and successful use of radio advertising," Mr. Bainbridge states.

In accepting the award, Mr. Zuckerman of Sally paid high tribute to radio's advertising impact for the retailer: "When we open a new store we find the area practically pre-sold because of our constant and continuing use. We find that the personalized impact tells our story when and where it counts."

The Globe Story

Three thousand miles away in Scranton, the Globe department store—the largest in town—also feels that radio tells its story when and where it counts.

"Radio is given a very specific job to do in our merchandising program," says William W. Davis, advertising director, "and its accomplishment of that job is certainly a big contributing factor to the $10- to $20-million volume we realize per year."

Nearly all of the Globe store's radio money goes into three programs on WEJL. "Programs fit naturally into our scheme of building loyalty for the store as a whole by creating a loyal following for the shows," Mr. Davis says. "And at the same time we can feature whichever department and whatever item we want."

All available Sunday newscasts on WEJL Scranton have just been purchased by the Globe Store, adding to its large radio use. Sealing the bargain are Cecil Woodland, WEJL g.m. (left) and Globe's President John A. Noble.

In its eighth consecutive year on the station, Globe sponsors a full hour music and news program heard from nine to 10 a. m. six days a week called *Globe Store Showcase.* This show has been on the air since 1950 and the results were the chief reason, according to WEJL, that the store recently purchased another full hour per day between two and three p. m. for the *PM Globe Store Showcase.* In addition to these programs aimed at the housewife, the department store sponsors the *Athlete of the Week* program during the school year to reach the male audience.

To cap its radio purchases, Globe has just signed a contract, WEJL reports, for eight 5-minute news shows each Sunday.

"We use radio more to sell the whole store rather than to saturate our programs with specific merchandise. We think it is very effective in selling our slogans, like 'Scranton's largest store' and 'Scranton owned, Scranton operated,'" Mr. Davis explains.

Mr. Davis and the radio station work together in the planning of commercial continuity and change copy almost daily to keep it up to date. • • •

Sally Shops executives are on-the-scene of one of their shows as they visit KBIG Avalon DJ Carl Bailey. Standing left to right are owners Marvin, H. Lew and Ted Zuckerman, store manager Jo Tuttle and Mrs. H. Lew Zuckerman. Sally also uses KMPC and KFWB Los Angeles.

WKY RADIO

reaches more
OKLAHOMA HOMES
than any other
RADIO STATION
in OKLAHOMA*

*By any measurement

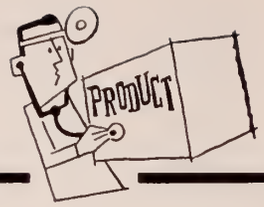
OKLAHOMA CITY

RADIO 930

The WKY Television System, Inc., WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.; WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

HOMETOWN U.S.A.

commercial clinic



'Around the World' Theme Used by Schick Razors To Hone Radio Commercials

One day last spring a gentleman named Warren Schloat took his wife and children to see Mike Todd's epic "Around the World in 80 Days." A few weeks later a $1 million deal was announced between Mike Todd Jr. and the Schick Safety Razor Co. involving exclusive national rights to the picture's characters and music.

Mr. Schloat, vice president and associate creative director for Schick's agency, Compton Advertising, New York, was looking around for a new campaign theme for the razor firm and "four or five days after I saw the picture it came to me.

"Most new ideas are combinations of old ones," says Mr. Schloat, "and it occurred to me that proper use of the 'Around the World' theme and characters would make an ideal all-media campaign for Schick."

Mr. Schloat and his staff have adapted the theme to radio by sidestepping the principal characters in the movie, Passepartout and Phileas Fogg, and utilizing instead various third parties whom they might meet on their journeys. The commercials are introduced by the theme music from "Around the World" followed by a vocal group singing:

Around the World in
Eighty days
You'll see the ways that
Schick is praised
For faster, safer
shaves.

Then the international character who may be an Indian, a Chinese or a South American extols the merits of Schick in his own accent before singing:

Avoid the cut
Avoid the nick
Get a fast, close shave
With a safe new Schick
Schick safety razor.

An announcer closes the commercial with a straight pitch.

"A radio commercial should do three things," Mr. Schloat says. "It should attract attention, hold attention and make the sale. We think the Schick radio spots do just this.

Warren Schloat, Compton v. p.

"They attract with the familiar music from 'Around the World.' They hold the listener's interest, we think, through the integration of the theme with Schick's selling message in the lyrics, 'Around the world in 80 days you'll see the ways that Schick is praised. . . .' The sell comes in the announcer copy at the end and in the 'avoid the nick, avoid the cut' jingle just preceding."

Mr. Schloat sees no limit at present to the length of the campaign because of the infinite variations that can be brought to bear within the present format. "We can introduce new characters as long as there are countries left. And they should continue to sustain interest with their different accents and national characteristics."

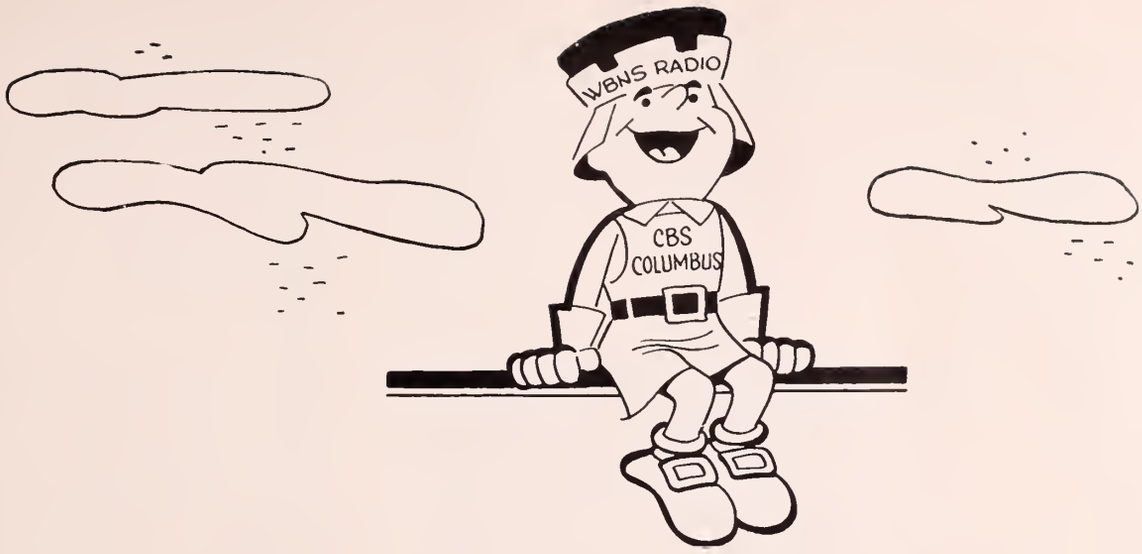
The Schick company has a year's contract with the Mike Todd Co. with an option to continue after that. While buys have not yet been completed for the radio campaign, Compton reports that the commercials will blanket the U. S. and Canada shortly.

Radio has also been a regular part of the Todd firm's promotion of *"Around the World."* According to the Todd office, "Radio has formed the bulk of our advertising effort for the movie in the last six months."

There are several reasons for this emphasis on the sound medium, one of the most important being the picture company's interest in reaching families in their cars—who may be about to drop in on a movie.

Radio is also excellent, in the firm's opinion, for the subsidiary promotions tied in with the film, such as selling the record album of the soundtrack. Spots are bought in disc jockey shows promoting both the film and the recording.

In addition, the Todd Co. reports, radio is ideal for advertising the various playdates of "Around the World" from city to city. "We are not so interested," the firm declares, "in promoting the movie itself because most people are familiar with it by now. What we are doing on radio, principally, is announcing its individual engagements across the country." • • •



"Ask John Blair How we stay way up here"

wbns radio

First in Columbus, Ohio

HOMETOWN U.S.A.

station log

Local Station News Staffs Cover the World Community

Two stations that have reported the celebration of their 38th anniversaries illustrate the growth of radio into the nation's primary news source.

KNX Los Angeles, celebrating its 38th anniversary last September 10, will operate a reciprocal news exchange with XEL Mexico City. Significant political, social, economic, sports and entertainment news will be exchanged on a regularly scheduled basis. KNX traces its origin to a five-watt transmitter operated by Fred Christian in his Hollywood home in 1920. He was assigned the KNX call letters in 1924.

The lifetime of WWJ Detroit spans the history of radio broadcasting. Originally equipped with a 20-watt transmitter, WWJ says it broadcast "the first program"—news bulletins combined with election returns—on August 31, 1920. Other firsts claimed by WWJ: the first sportscast, September 1920; the debut of Fannie Brice, December 1921; the first orchestra organized exclusively for radio, May 1922, and the first play-by-play football broadcast, October 1924.

From WWJ's news bulletins, local news operations have grown to reach even beyond the borders of the U. S.

Keeping ahead of the news, a party of five People's Broadcasting Corp. newsmen flew to Geneva, Switzerland, to cover the U. N. meeting on the peaceful uses of atomic energy. Stations involved are WGAR Cleveland; WRFD Worthington, Ohio; WNAX Yankton, S. D.; WTTM Trenton, N. J., and WMMN Fairmont, W. Va. Before returning, they will visit Amsterdam, the Brussels World's Fair, Zurich and London. The team will broadcast nightly to the five U. S. stations.

WCCO Minneapolis will put the watchful eye of radar on guard to pick out tornadoes and other storms, and will make its equipment available to the U. S. Weather Bureau in the Twin Cities which lack this service, the station states. The radar information will be carried to listeners on all weather reports and special bulletins will flash warnings of severe storms within a 300-mile radius of the Twin Cities. Broadcasts will start as soon as federal licenses are approved under FCC rules.

Raoul A. Cortez (left), president of KCOR San Antonio, is given plaque by the San Antonio *Missions* of the Texas League for "presenting baseball broadcasts at a great personal loss to help preserve baseball in the community." Ballclub's pres., Marvin Milkes, makes presentation.

The station manager and sports director of WDEW Westfield, Mass., packed tape recorders with their boots and blankets as they headed for Army Reserve summer training at Camp Drum, N. Y. A series of four 15-minute programs resulted, keeping Westfield informed about the various phases of its unit's training. The tapes were also used on the NBC weekend *Monitor* program.

Quick action by a WBT Charlotte, N. C., newsman brought an end to unhealthy conditions caused by heavy rains and frequent flash floods in the Charlotte area. After residents of the area had complained that a North Carolina Highway Commission construction project was causing the flooding, WBT's Grady Cole secured medical help and then placed a telephone call to Governor Hodges in Raleigh. The governor flew to Charlotte the next day, examined the area and in one day work began toward the elimination of the flooding conditions.

Other examples of radio newsmen getting there first: A WERE Cleveland stringer was driving near a playground just as a Piper Cub plane swooped down to make a forced landing. While the boys playing baseball scattered, WERE's reporter dashed to the unhurt pilot to get a statement and phone in the first knowledge of the incident to the newsroom. The station then called the police rescue squad. WPON had two reporters on-the-scene of a $200,000 fire in downtown Pontiac, Mich., within five minutes of the first alarm. They stayed on to describe intermittently for the next two hours the collapse of the building, the work of the firemen and the reaction of the owners.

RADIO ACTIVITY

• The Marketing Reference Bureau of San Francisco is publishing a monthly index designed for reference and research use by advertising personnel and mass media research departments. The service will act as an aid in finding, reading and utilizing articles and information appearing in leading trade journals.

• WGLI and WTEM, new am-fm operation in Babylon, N. Y., have begun program tests on a full-time schedule, the stations announce. • • •

Its "Drive With Care" safety spots win a citation for Sinclair Refining Co.'s president, T. B. Kimball (center), from Joseph P. Kelly (right), commissioner of the N. Y. State Bureau of Motor Vehicles. Arthur Hamilton, WRCA New York station manager, looks on.

STORER RADIO STATIONS

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Michigan

WAGA
Atlanta, Georgia

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Virginia

WGBS
Miami, Florida

GOING STEADY

21 years ago, Ohio's ace newscaster, Jim Uebelhart, joined WSPD Radio. He's been heard at the *same time*, without interruption, ever since:

News Director JIM UEBELHART

at 7:00 AM, participating—20 years
at 8:00 AM, same sponsor—20 years
at 12 Noon, participating—20 years
And at 9:00 AM and 1:00 PM, participating, for 11 and 10 years.

SHARE OF AUDIENCE? From 53.7 to 75.7!*
For 37 years, news has been WSPD Radio's proudest feature (30 times a day), prepared and delivered by an able, completely staffed news department. See Katz or Storer sales offices for news availabilities.

**C. E. Hooper, Inc., April thru June, 1958*

SPeeDy STORER STATION

WSPD RADIO
Toledo

SALES OFFICES
NEW YORK—625 Madisan Avenue, New Yark 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicaga 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

"Riding a winning horse"

Emmet R. Gemme, Jr., president of The Gem Van and Storage Company, writes:

"This makes about 25 families that we moved to Florida in the last 60 days that called us only because of Bob Steele.

"Called on several new traffic managers . . . not one that did not mention Bob Steele.

"WE KNOW THAT WE ARE RIDING A WINNING HORSE . . . 1958 should be the best we have ever had."

The Bob Steele Show is on WTIC, Hartford, Connecticut. whose 50.000 watts penetrate every bit of the rich, rich Southern New England market.

For prompt action contact Henry I. Christal Company.

HOMETOWN U.S.A.

BPA memo

Radio Promotions: On Land, on Sea And in the Air

A WFBM* Indianapolis disc jockey and a local hi-fi dealer gave listeners an opportunity to forget the cares of the day and get down to some really important business—guessing the number of "hot dogs" it would take to stretch from the WFBM studios to the appliance store four blocks away. The winning guess was just one half a frankfurter away from the actual distance of 5,228½, measured with a 10-foot string of wieners by DJ Chuck Breece. WFBM reports that the winner got a year's supply of frankfurters and a hi-fi set; Mr. Breece got a sore back and the string of used hot dogs.

A $10,000 catch floated within reach of Southern California weekend bathers in September. Nearly 1,600 plastic bottles containing cash and gift certificates were dropped offshore by KDAY disc jockeys near beaches in the station's listening area. Each bottle was labelled "KDAY Booty Bottle" and held up to $100 in cash or gift cards. KDAY emphasized safety in driving to the beaches during promotion of the contest and indicated that bottles would be floated only near patrolled beaches.

WBBC Flint, Mich., and 30 advertisers have sponsored jointly a campaign and contest aimed at safer and more courteous driving. Participating sponsors display posters and distribute courtesy pledge cards and windshield safety stickers. Listeners who send in the pledges may be called by the station and asked for their definitions of automobile courtesy. Awards ranging from $10 to $200 are given for the best answers.

KMOX* St. Louis built good will in the community while solving the problem of replacing its vacationing disc jockeys by inviting prominent citizens to pinch-hit during the summer. The presidents of Mercantile Trust Co., Union Electric Co., St. Louis Medical Society and a former mayor who now heads the Chamber of Commerce spun the records and introduced the selections. They did not deliver any commercials.

The "kidnapping" of 58 San Francisco timebuyers and agency executives was carried out by KOFY San Mateo, Calif., when the guests arrived at 6 p.m. for what had been described as a "night on the town." The "town" turned out to be Reno, Nev., and the party lasted until eight the next morning. The group was flown from Oakland Airport in a private plane; met at Reno by the mayor; provided with "credit cards" for dinner, a show and gaming, and pajamas, razors, hair nets, cold cream —and even vitamins.

Visitors to Nebraska's State Fair at Lincoln had an opportunity to operate the all-electric voting machines that attracted thousands to the U. S. pavillion at the Brussels World's Fair. Installed by WOW* Omaha, the machines gave Nebraskans an opportunity to vote on the next President, legalized bingo, a state sales tax and other questions of state interest. Results were tabulated daily and announced during WOW newscasts.

WCPO personality Bill Dawes was "won" by a Cincinnati couple in a letter-writing contest. The subject: Why we would like Bill to serve us Sunday breakfast. The station supplied the food and Mr. Dawes, and reports indicate that nothing burned.

Station Manager Dave Froh of WILS Lansing, Mich., broadcast from a jet bomber flying at 600 m.p.h. to call attention to the job being done by the Michigan Air National Guard. Two broadcasts were made, one of five minutes and one of 10. They were separated by a 15-minute period of promotional announcements calling attention to the flight. • • •

*Denotes stations who are members of (BPA) Broadcasters Promotion Association.

MEET ME IN ST. LOOIE, LOOIE

AT THE

B.P.A.

SEMINAR

SALES PROMOTION * AUDIENCE PROMOTION * MERCHANDISING * PUBLICITY * PUBLIC RELATIONS * COMPETITIVE MEDIA PROMOTION * TRADE PAPER ADVERTISING

These are the top subjects to be studied in depth at third annual BPA Seminar, Chase Hotel, St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 North State Street, Chicago, for information on individual sessions.

CLIP OUT AND MAIL

Mr. William E. Pierson
Broadcasters Promotion Assn., 190 N. State Street, Chicago 1, Illinois

Please reserve _____ places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00

NAME _____

ADDRESS _____

CITY _____ STATE _____

I will make my own hotel reservation.

most

HAPPY SPONSORS

select these fine Radio Stations

Supermarkets and appliances, transit service and banking . . from the East Coast to Honolulu most Happy Sponsors and stations cheer for Lang-Worth jingles!

KBUR, BURLINGTON, IA:
DAVID STEINLE REPORTING—

Lang-Worth Radio Huckster jingles complete a hard-hitting Radio package for Benner Tea Company's 34 supermarkets, introducing the sponsor . . reaching frequently into L-W's bag of jingle tricks to push special store promotions.

KCBC, DES MOINES, IA.:
DON PURDY REPORTING—

Radio Hucksters provided the right selling jingle for a famous national brand, Amana Air Conditioners. KCBC wrote and sang its own lyries over a Lang-Worth instrumental theme, followed by hard sell copy. Sponsor: Amana Distributor and Brack's Radio & Appliances.

KGU, HONOLULU, H. I.:
BUD ZIMMERMAN REPORTING—

Honolulu Rapid Transit through Holst & Male, Inc. uses a smartly produced spot series on KGU based on L-W's "You Don't Need a Parking Space" Huckster plus persuasive live copy, tags and sound effects. KGU reports ad agencies using its production facilities more frequently since subscribing to the jingle service.

KAWL, YORK, NEB.:
JERRY BRYAN REPORTING—

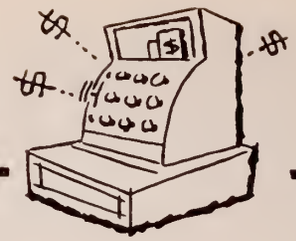
KAWL sold an additional 100 spots monthly to York State Bank for its new Charge Account Service. The secret: Radio Huckster jingle production plus a cut-in plan for participating merchants. By coincidence, the jingle title—"Everybody's Happy!"

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N.Y.

HOMETOWN, U. S. A.

radio registers



RESTAURANT

O'Brien's Restaurant in Waverly, N. Y., purchased a schedule of six announcements per week for a nine-month period over WEJL Scranton, Pa.—nearly 100 miles away. Total cost of the spots was approximately $1,000. According to WEJL, O'Brien's credits the station with a 15 percent increase in business over the previous year, which had been the best in the restaurant's history. The spot schedule has been increased, the station says, and is now running on a continuous basis.

REAL ESTATE BROKER

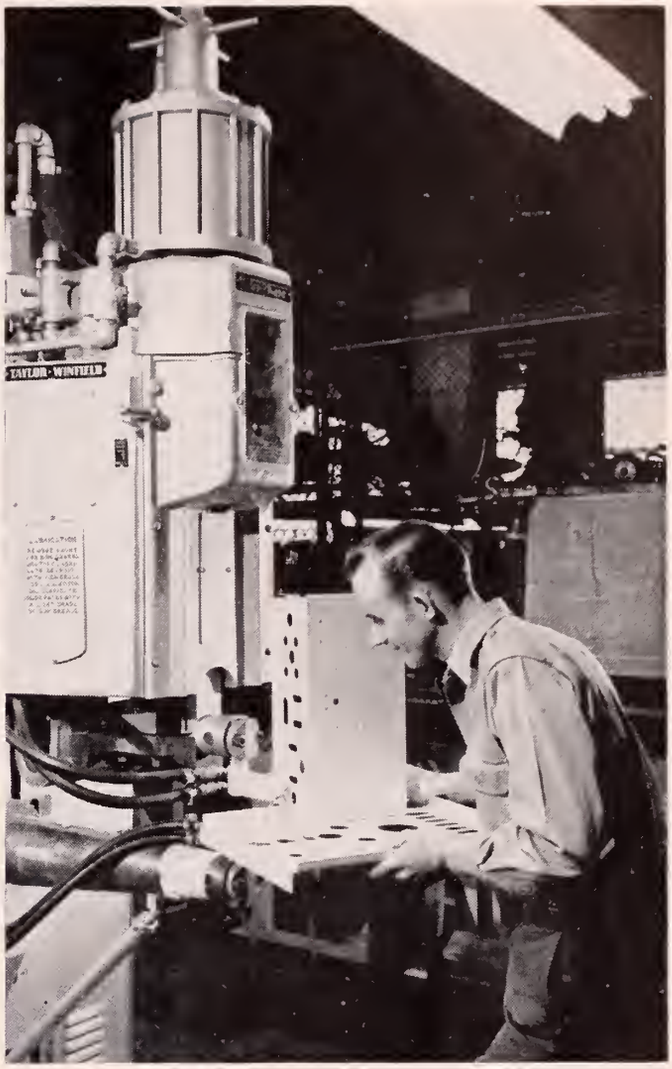
Highbaugh Mortgage Co., advertising on WAVE Louisville, purchased 25 ten-second announcements to promote the sale of 23 houses priced at $9,100 each. Highbaugh cancelled the remainder of the schedule after 24 hours when every house was sold, the station reports. "It looked like we had 10,000 people out here," said L. Leroy Highbaugh, the developer.

DRY GOODS STORE

Marx's, a dry goods store in Clarksville, Tex., had to clear out all of its summer dresses ranging in price from $5.95 to $24.50. Marx set up a One Cent Sale offering a second dress for one cent with every purchase. All advertising was done with three days of spot announcements over KCAR. At the end of the sale, KCAR states, Marx's had only 20 dresses on hand, having sold more than $250 worth.

HOME BUILDER

Cannady Construction Co. purchased six spots plus a 15-minute remote broadcast over KUMA Pendleton, Ore., to promote an open house at the model home of a new housing development. The spots all ran on a Sunday morning, with the remote starting at 1:30 p.m. At the 2-to-9 p.m. open house, more than 200 persons attended and most of them, the station says, indicated they "heard about it on radio."



You'll have to do a lot of research to beat this kind of development

With the field of physical science front and center in all minds today, consider the prominent part played by Metropolitan Washington. Our biggest business firm, the Federal Government, has become a virtual partner with American industry in research and development. In 1956 Federal funds financed 49% of all national expenditures in this direction. Research and development organizations in or around Washington, D. C. employ some 35,000 persons. Ours is now the nation's *sixth* largest scientific and technical labor force. Whether America is at peace or in a cold war, these people seem certain to stay—and to grow.*

Staying and growing right along with them will be WWDC, Radio Washington. According to PULSE, month after month, we're FIRST in the hearts of our local countrymen—6 A.M. to midnight, Monday through Sunday. And you can't do any better than that! We have a simple formula — to be a listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

**REPRESENTED NATIONALLY BY JOHN BLAIR & CO.*

**Economic Development Committee, Washington Board of Trade*

report from RAB

Radio's Non-Prime Time Can Pinpoint Sales Prospects, RAB Studies Testify

Although the demand is strongest for radio's so-called "prime hours," there is increasing evidence that for the first time advertisers and agencies are taking a hard look at non-driving periods. (See *Is Spot Breaching Non-Driving Hours*, p. 27.)

There is much to be said, RAB notes, for the non-traffic hour campaign because it can pinpoint prospective customers.

Family Purchasers

Housewives, for example, as the purchasing agents for their families, often control the cash and make the bulk of the buying decisions. (Studies show that women influence as much as seven out of ten of men's clothing purchases.)

One of the best times to reach the housewife, RAB states, is while she's having that second cup of coffee after the breadwinner and youngsters have gone off to school. While she's making the beds, bathing the baby, driving to the supermarket. Reach her in the non-prime time between 9 a.m. and 4 p.m., the bureau declares.

RAB, in a report developed from data supplied by March 1957 Audimeter reports of the National Nielsen Radio Index, reveals that *over half* of all radio homes can be reached from 9 a.m. to 1:30 p.m. during the week. And in four weeks the "reach" of radio is half again larger still.

Enroute to Shopping

Furthermore, the 9 a.m. to 4 p.m. periods allow an advertiser to deliver sales messages adjacent to times when his products are being used and even while women are enroute to do their actual shopping. For manufacturers of food products, drugs, soaps, cosmetics and cigarettes (all of them big sellers in supermarkets), this is particularly important.

With urban women exposed to 200 or more advertising messages in an average day, the advertiser who reaches these ladies just before they go shopping is likely to get his point across most effectively. With this in mind, RAB asked Advertest Research to study the advertising media exposure to women shopping in supermarkets in four metropolitan areas: Buffalo, Kansas City, New Orleans and San Francisco. These cities were chosen because they are covered well by all advertising media.

A total of 13,714 women were interviewed as soon as they entered the store to determine what advertising media they had been exposed to for more than 15 minutes that day before they arrived at the market. Advertest found that radio in this non-prime time period provides advertisers with the opportunity for much greater "today" exposure to women than any other medium.

And to reach the women who buy 90 percent of all household supplies, who by 62 percent of all hardware, who generate 89 percent of all home remodeling, who have 65 percent of all savings accounts and who outnumber and outlive men—you don't have to play "follow the leader" and stick to radio's prime time exclusively, RAB declares.

Weekend Attention

Weekend radio, RAB points out, has attracted advertiser attention. In some markets, the bureau states, radio listening on weekends is higher than peak listening during "traffic" hours Monday through Friday. (See *Radio Listening Remains at Work on the Weekend*, U. S. RADIO, August 1958.)

There are many advantages to weekend use, RAB declares. Rates are no higher than weekday rates; in fact, most stations offer special packages which make their weekend rates lower. For the advertiser who wants to reach the whole family, there are more listeners per home on weekends. For example, RAB says, the A. C. Nielsen Co. reports in "Dimensions of Radio and Television Circulation" 1.7 persons listening per home during the morning weekday hours compared with 2.3 on Sunday morning.

Advertisers bent on reaching a specific target, taking advantage of the buyers' audience when timing is important, enjoying a favorable cost-per-thousand buy will find great advertising potential in the so-called non-prime radio time. • • •

as basic as the alphabet

EGYPTIAN

Of the mony word-signs in the Egyptian system of writing, the one picturing the human hond is considered to be the oncient oncestor of our letter I.

PHOENICIAN

In the greot eostern Mediterroneon seaport of Tyre, the Phoenicions used this mork (probobly derived from the Egyptions) os their letter *yod* (hand).

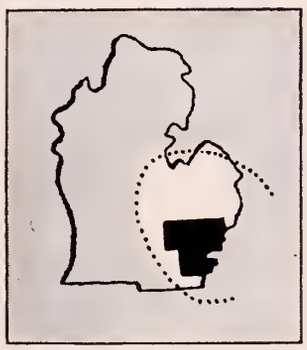
GREEK

After the ten-yeor Trojon Wor, the Greeks odapted the Phoenicion alphobet to their own speech. In the process, *yod* became *iota*.

ROMAN

The descendonts of Romulus ond Remus borrowed the Greek *ioto* ond made it their letter I. In the Middle Ages, a voriont of I become our letter J.

Historical data by
Dr. Donald J. Lloyd
Wayne Stote University



Important for Michigan sales and profits

Seventy per cent of Michigan's populotion commonding 75 per cent of the stote's buying power lives within WWJ's doytime primory coveroge oreo.

In planning fall-winter radio campaigns, make WWJ your basic buy in Michigan. Here you enjoy the profitable combination of efficient coverage, audience loyalty, and station character of the highest order.

Inquire now about WWJ's Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand — about the WWJ programs originating at Northland and Eastland Shopping Centers — about other WWJ salesmaking features. It's the *basic* thing to do!

WWJ AM ond FM **RADIO**

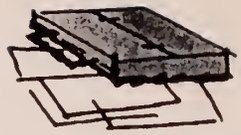
Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliote
National Representatives: Peters, Griffin, Woodward, Inc.

POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

ADAM YOUNG, INC., *National Rep.*
J. E. Campeau, *President*
GENERAL OFFICES
GUARDIAN BLDG., DETROIT

report from representatives



More Market Information Is Needed by Agencies, Meeker Researcher States

Mimi von Zelowitz, Meeker Co.

The factors that really make a distinction between one station in a market and another are all too often ignored, declares Mimi von Zelowitz, research director for The Meeker Co. Radio, she suggests, should be sold in terms of the needs of an individual product and the marketing plans of that product.

"Ratings, sets-in-use figures and cost per thousand are very valuable," she admits, "but only as an indication of the effectiveness of a station. It is the responsibility of the agency, representative and station to study the market more thoroughly."

The timebuyer is not at fault, Mrs. von Zelowitz is quick to point out. "He has neither the time nor the data necessary to make the best evaluation. It is the job of the station to supply to the representative the same data that its local salesmen utilize, a job that all too many stations fail to do. By arming its representative with specific market information, it makes him more than just an availabilities carrier."

The types of information that stations should make a constant effort to assemble, according to Mrs. von Zelowitz, should revolve around the actual living habits of the people in their community. Stations should include breakdowns of:

- The working hours of the major industries.
- The store hours and shopping nights.
- The store types: supermarket, chain store, local grocery.
- The competition, including other media (e.g. what time does the newspaper come out?).
- Programming and talent.

"The representative is then in a position to analyze this material in terms of the needs of the particular account he is servicing.

"The Meeker Co. represents a station in a town where most of the workers arrive at their jobs by 7 a.m.," Mrs. von Zelowitz notes. "Therefore, driving times in this town are probably different from others. Without the specific information on working hours, we and the advertiser might be missing a lot of sales.

"Even minor details such as the hour that school lets out are important. Perhaps mother is away from her radio picking up the children, or perhaps she is calling for them by automobile and listening. There are so many factors that a rate card or a rating book cannot reveal."

Mrs. von Zelowitz asserts that representatives should concentrate on "true marketing information." It adds "immeasurably," she says, "to the effectiveness of a radio buy."

RECENT APPOINTMENTS

KBUZ Phoenix to Adam Young Inc.; WFTH Baltimore and WLEE Richmond, Va., to McGavren-Quinn Corp. (in all markets except New York City); WLW Cincinnati to Tracy Moore & Associates, Los Angeles, for the West Coast; WAPO Chattanooga to Gill-Perna Inc.; WAAB Worcester, Mass., WEEP Pittsburgh, Pa., and WSAV Savannah, Ga., to Robert E. Eastman & Co.; KPAM Portland, Ore., to The Meeker Co.; WDOK Cleveland to Broadcast Time Sales; XEMO Tijuana, Mex., to W. S. Grant Co.; WORC Worcester, Mass., to Richard O'Connell Inc.; WAKY Louisville to John Blair & Co.; WABJ Adrian, Mich., to John E. Pearson Co.; WKAB Mobile, Ala., to Venard, Rintoul & McConnell Inc., with Adam Young Inc., Atlanta, as southeastern representative, and WBBM-FM Chicago to CBS Radio Spot Sales. • • •

PIET Serves PIE...

Gene Piet, the new Record show star at RADIO WOW, Omaha, wanted everybody to know his name. So, (because everybody loves pie!) Gene served homemade pie to 5,000 of his WOW Radio listeners!

We're predicting everybody will love Piet, too, and very soon.

Gene's new show in heavy traffic tune-in time (4 to 7 p.m. weekdays) inherited a fat 8 (102-county) area rating among the 560,000 Radio WOW families.

Watch this rating grow!

We suggest radio buyers get aboard NOW! It'll be easy as PIE to pay out with (Gene) PIET on WOW Radio.

See your Blair man *NOW* for *availabilities*.

Regional RADIO WOW

FRANK P. FOGARTY
Vice President and General Manager
BILL WISEMAN
Sales Manager
JOHN BLAIR & COMPANY
Representatives

OMAHA, NEBRASKA • CBS AFFILIATE

A MEREDITH STATION

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

You'll sell more
in the nation's 14th
largest
market
because

LASCELLES
SELLS
on
"Musical Clock"
MON.-SAT.
6:15-10:00 A.M.

DILL SELLS
on "SOUND ON"
MON.-FRI.
1:30-6:30 P.M.

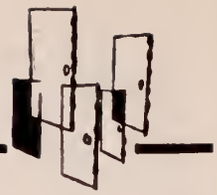
KELLY
SELLS
on "MIKE 55"
MON.-FRI.
11:00 A.M. to
1:30 P.M.
10:00 P.M. to
12:00 MIDNIGHT

• Experienced Record Show Hosts — mature in voice, judgement and Salesmonship. Write for availabilities.

WGR
RADIO
BUFFALO'S FIRST STATION
Reps.: Peters, Griffin, Woodward, Inc.

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
WNEP-TV, Scranton-Wilkes-Barre

report from agencies



Webb Sees Spot Radio Sharing in Increasing National Agency Billings

National agency billings are headed for a higher plateau this year over last, a poll by the American Association of Advertising Agencies indicates, and spot radio is expected to receive an increasing share of these funds.

According to Lawrence Webb, managing director, Station Representatives Association, "Advertising managers have been increasing their spot radio budgets throughout the year, and we anticipate that spot radio will be up as much as 10 percent this year over last.

10 Percent Gain

"For the first six months of this year, spot jumped 7.8 percent over the first half of 1957 and we believe the 10 percent gain will be realized by year's end."

The AAAA's note that out of a total membership of 335 agencies, more than two thirds (225) have replied to this survey of business volume covering the first six months of this year plus estimates for the second six months. According to the association, its members place almost exactly three-fourths of all national advertising in all media.

Agencies reporting a rise in business for the first six months of this year over the first half of 1957 total 113, with the range of increases varying between 0.5 percent and 131 percent. Eighty-one agencies say business was off (from one to 60 percent), while 30 reveal a continuation of the status quo. One agency did not reply.

Second Six Months

Estimates for the second six months of 1958 compared with the latter half of 1957 show 100 optimists (from one percent to 125 percent) and 61 pessimists (from one percent to 50 percent). Sixty-one think business will be "the same;" three did not answer.

AAAA declares that no significant differences from the general pattern exist in relation to size groups.

Geographically, all sections of the country show more ups than downs for the entire year 1958, except for the East Central region, which includes Detroit, Cleveland, Cincinnati, Dayton, Pittsburgh and other Michigan and Ohio cities. There agencies report downturns for the whole year.

The most optimistic region, according to AAAA, is the Western division, predicting by more than three to one that billings will be up during the second six months of 1958 over 1957.

In the Eastern region, 32 agencies estimate an increase in billings for the second half of this year versus the same period last year. Twenty-eight believe billings will be down and 23 that they will remain the same.

In the Central section, 35 agencies expect an increase while only 15 anticipate a downturn in billings. Twenty-two think they will remain the same and one agency expressed no opinion.

Increases and Decreases

For the first six months of this year versus the same period in 1957, 41 Eastern agencies reveal an increase in billings while 26 report a decrease. Fifteen say their billings were the same.

Only eight East Central regional agencies report an upswing in January to June billings this year compared with 14 that reveal a downturn. Four of these firms report the same billings.

The picture brightens for the Central region with 40 agencies billing more during this same time period compared with 23 billing less. Ten agencies stayed the same.

Out West, 24 agencies went up in billings as opposed to 18 that experienced a slowdown, with only one remaining the same the first half of this year compared with the first half of last year. • • •

"The media representatives' sales tools are the agencies' sales tools..."

says Mildred Fulton (Mrs. George Backus), Broadcast Supervisor, McCann-Erickson, Inc., New York.

"...and the representatives' tool kits get bigger and better each year."

With these words, Mildred Fulton cued her train of thought at the outset of an interview by a field reporter engaged in *Standard Rate's* continuing study of advertiser and agency buying practices. Miss Fulton went on to say:

"Yes, there definitely has been substantial progress made in the information that stations have been giving us. More facts, more about their audiences—facts that help us arrive at recommendations more quickly—recommendations we are more satisfied with. After all, we have to be in a position to defend them, 'sell them', if you will. Now you might even say that the stations are giving their men better sales tools and in turn help us to be better salesmen for our recommendations. And, as I say, these sales tools seem to have improved all along the line. For one thing, their coverage analyses are much better. They give us a better picture of their audience composition and viewing habits. They are giving us better service on things like merchandising. Many stations are doing a very good job on this score and our clients appreciate it. All this is above and beyond a wealth of good information of the statistical type.

"And speaking of statistics—the trade publications, too, have recognized our need for more and better data. For instance, the addition of maps and market information to STANDARD RATE & DATA has done much to make our jobs easier. And in that connection, I would like to see the stations put more of their own information right in *Standard Rate*. We

(continued on following page)

(continued from the preceding page)

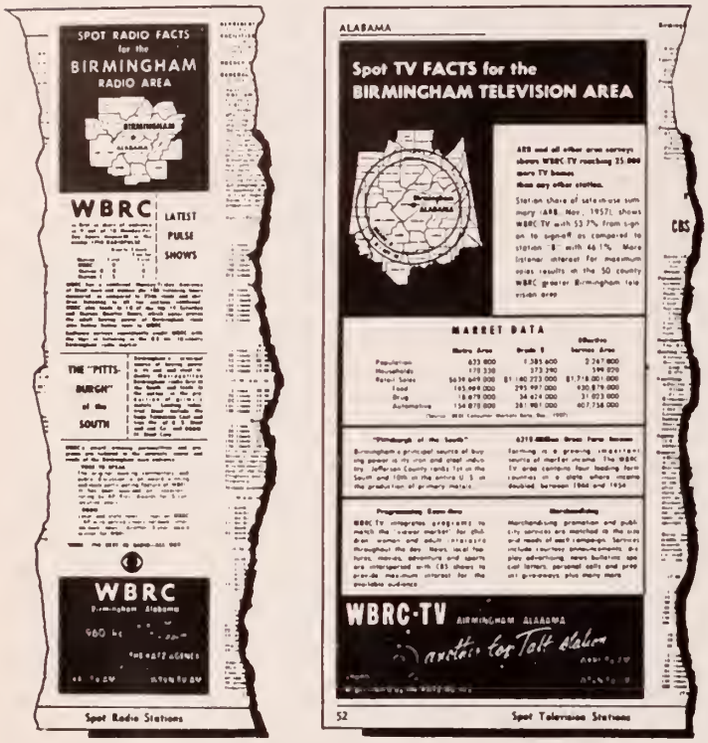
use SRDS constantly. For instance, factual market information is something we need, particularly in terms of a station's coverage area, the TV homes they cover. Really there are a lot of things that stations do put in *Standard Rate* where they are extremely handy to refer to. We appreciate anything stations do to make our job of gathering and compiling facts quicker and easier.

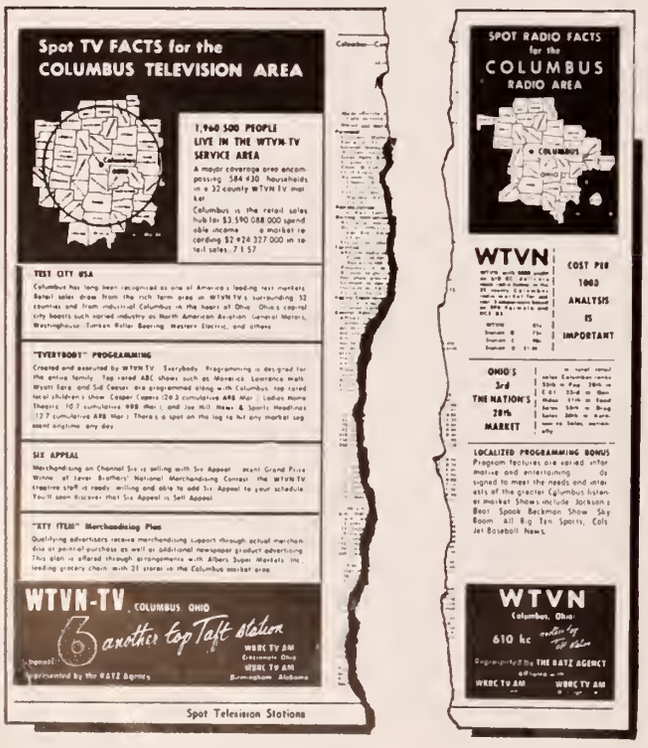
"You can imagine the tangle we get into when we are working with coverage maps, rate cards and program schedules, no two of which have the same size, layout or sequence of information. Here, let me show you a file on program schedules in just one state. See, there aren't two alike and look at that variety of sizes, layouts, folds and shapes. Some printed—some mimeographed. Not that I care how they are printed, if they'd only get into some sort of standardization so that when you're working with a pile of them you can run down them and get the information quickly the way you can in SRDS."

Hundreds of field interviews like the call made on Miss Fulton have sharply defined the main points that agency and advertiser executives alike say they look to find in Service-Ads when they're using *Standard Rate* to select markets or media. Of the many useful Service-Ads you'll find each month in SRDS a few are reproduced on this page.

Service-Ads in SRDS help agencies and advertisers buy space and time

These Taft Radio and TV stations, WBRC Birmingham, WTVN Columbus and WKRC Cincinnati use these Service-Ads in SRDS SPOT TV and SPOT RADIO to give buyers of time maps of their coverage areas, market data, program information, facts about the merchandising services they make available to advertisers. All are linked to their basic "Top Taft station" slogan and their Katz Agency representation.





SRDS Standard Rate & Data Service, Inc.
The national authority serving the media-buying function
Walter E. Botthof, Publisher
1740 Ridge Avenue, Evanston, Ill.
Sales Offices: Evanston, New York, Los Angeles

report from networks

Bright Sales Picture, Stereophonic Sound And 30th Milestone

The discovery of network radio by the younger timebuyers, plus the general easing of economic strain on a national basis, has accounted for a rosy outlook for sales in the coming months, according to John Karol, CBS Radio vice president in charge of sales.

He explains that "the young timebuyers, who might never have tried the medium because they were born a few years too late," have discovered radio during the recent period of "tight money."

With more than $4 million in fall business already "in the vaults," he notes, the signs for last half billings are "extremely bright. We see favorable economic news all around us and on the horizon, so a surge in network radio advertising is materializing as a result.

"To the pioneer salesman of radio," Mr. Karol says, "the comments of top agency and sponsor people who came into radio as a result of the 'tight money' feeling have been most rewarding. Many of them have told me that network radio's flexibility and economy are outstanding in this age of tv consciousness."

Stereophonic Network

Stereophonic music is being broadcast by ABC to radio and tv audiences in five different cities on *The Plymouth Show* this fall. Called a "first" by the network, the innovation gives true stereophonic sound without expensive extra equipment, ABC says. The new broadcast will feature Lawrence Welk on both am and tv. Radio and television receivers in the home should be placed seven to 10 feet apart, the network points out.

The broadcast is limited to five cities only because of telephone line clearance, according to John White, director of national sales for ABC Radio. "Right now the show goes stereo to Chicago, New York, Detroit, Los Angeles and San Francisco," he notes. "As soon as we get the telephone lines cleared, only the number of tv stations will limit the operation."

Long-Run Show

The National Farm and Home Hour marks its 30th anniversary on NBC Radio and its 14th year with the same sponsor—Allis-Chalmers Manufacturing Co., makers of farm implements.

Now broadcast on 175 stations of the NBC network Saturdays from 12 to 12:25 p.m. EDT, the program informs people in urban as well as rural areas about the latest developments in American agriculture.

Compared to this long-run show, a station affiliated with NBC for one day when businessmen in Loris, S. C., raised the money for a special 175-mile telephone line to connect WSLC with the network. The arrangements were made so that six *Monitor* features recorded previously in Loris dealing with the growing, storage and auctioning of tobacco could be heard in the town.

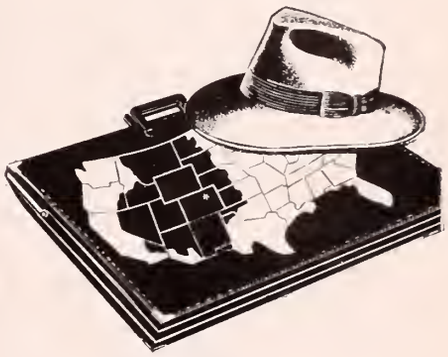
Hurricane Warnings

The four major networks, the American Telephone & Telegraph Co. and the Florida State Broadcasters' Association have cooperated in organizing a 144-station hurricane warning system for Florida. A Mutual circuit links WKAT Miami Beach with AT&T's main control center in Jacksonville. From that point all network stations in Florida are fed via special broadcast long lines. The plan is called by the participants the answer to a three-year search for a workable warning network serving the bulk of the Sunshine State.

Keystone Affiliates

The Keystone Broadcasting System has added eight new affiliates, bringing its total to 1,047, reports Blanche Steine, director of station relations. The outlets are: KRKC King City, Calif.; KNEZ Lompoc, Calif.; KUBC Montrose, Colo.; WCHK Canton, Ga.; KANO Anoka, Minn.; KNPT Newport, Ore.; WAIM Anderson, S. C., and KWYR Winner, S. C. • • •

KOA-Radio... your best Western Salesman!



Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 33 years!

Because KOA-Radio covers Denver and the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

Because KOA-Radio has always shown devotion to the public welfare, it is highly respected and has top stature in its community.

Because KOA-Radio SELLS! Make your ad budget work harder... more effectively! Use KOA-Radio!

50,000 Watts • 850 Kc
KOA DENVER Radio
One of America's great radio stations
NBC

Represented nationally by
HENRY I. CHRISTAL, INC.
USR 10 58

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

TOP SHOWS for TOP PRODUCTS of interest to Women . . .

"Over the Coffee-Cups"
with Art Hogan
7:35 AM-8:00 AM
Monday thru Saturday

"In the Know"
with Ron Lutz and Jo Christian
9:05 AM-10:00 AM
Monday thru Friday

Limited participations.
Unique programming with feature interest is the hallmark of KFAL-RADIO

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

CCA PROVIDES IDEA

In a recent letter to Mr. Jerry Hauser, Inter-Mountain Sales Manager of Community Club Services Incorporated, Mr. George H. Haskell, General Manager of Station KNEB, Scottsbluff, Nebraska, stated that "CCA provides an 'idea' to present to potential clients—a tangible plan, which in our case brought some new accounts into the fold. . . . Most of these accounts were interested primarily in reaching women, and of course that's an important factor in CCA.

George H. Haskell

All in all, I believe CCA to be a good, clean, promotion for a station in almost any market—and for the CCA sponsor—and for the many civic and church groups. It helps to know too, that the weekly and final award money has been of great value to needy groups and institutions."

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Ave.
New York 22. N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

report on FM

Growing Interest in Fm Spurs Research, Promotion And Calls for Information

Interest in fm is growing—and with this interest has come a demand for more research and information. Stations, trade associations, equipment manufacturers and new fm promotion groups all have been active in attempting to provide the needed data.

A big boost for the medium came when Electronics Industries Association agreed to release a monthly tabulation of fm factory production. These figures, as well as other significant fm developments from around the country, will be carried in this column as a regular feature.

The first figures available from EIA are for the month of July when fm factory production totalled 11,816 sets. Figures retroactive to January 1958 are now in preparation at EIA and will be available within a month, an EIA spokesman says.

Manufacturers, in general, have been showing greater interest in the fm and high-fi fields. Raymond W. Saxon, vice president and general manager, RCA Victor Radio & "Victrola" Division, told U. S. RADIO: "Public acceptance of our new line of stereo-orthophonic high-fidelity instrument has been more enthusiastic than we anticipated when the sets were first announced in June."

"We are convinced that hard-hitting plans which are already under way will give added momentum to the promotion of these fine instruments," Mr. Saxon states. "Such intensive promotion of this advanced medium of entertainment, if supported by other firms, will also mean increased revenue for broadcasting stations throughout the country."

There are 1.42 fm sets per fm home in the Boston area, and their owners spend more than four hours a day, six days a week, listening to them, according to a survey of fm listening patterns conducted by WBZ-FM. Questionnaires sent to 966 listeners who had responded to a previous merchandising offer brought a response of better than 66 percent, and indicated that the "average" listener is 36 years old and in the upper-middle income bracket. The breakdown on what kind of sets they listen to shows 50.4 percent with component sets, 49.6 percent with package sets.

And KFMT San Diego reports that a Pulse survey of the metropolitan area of that city reveals that 36 percent of its homes possess fm receivers. Based on the latest census figures of dwelling units, this would mean 100,000 homes with fm, KFMT says.

Another San Diego station, KFSD-FM, marked its second anniversary of separate "fine music" programming in high fidelity by presenting a specially produced stereophonic broadcast. KFSD-AM pre-empted regular programming for one and one-half hours to make the fm/am birthday stereocast possible. KFSD began stereocasting in October 1956, just a month after separate fm programming was started, using stereo tapes. For the anniversary show, stereo records were used.

'Shakedown Period'

Because KYW-FM Cleveland is going through what it calls a "shakedown period" of programming and format testing, the station has rejected all commercial sales. Advertising will not be accepted, according to Rolland V. Tooke, Cleveland vice president for the Westinghouse Broadcasting Co., "until we are sure that we can deliver an audience to ourselves and our clients." KYW-FM is set up as a "fine arts" station with "both music for 'longhairs' and talk for 'eggheads.'"

On the technical side, an amplifier that transmits the sum of both stereo tracks in such a manner that a listener with a single fm set receives a "full and complete monaural tape or disc signal," has been tested by WBAI-FM New York. Developed by Crosby Laboratories and Standard Electronics, the installation features a full 15,000 cycles on both the main channel and its 50kc multiplex sub-carrier. Broadcast stereo has usually depended on am and fm, fm and tv or am and tv. WBAI's stereo broadcasting will be completely compatible, the station claims, for monaural listeners. • • •

U. S. RADIO'S ANNUAL

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** Indicates feature length article, ◊ Use story*

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** Indicates feature length article, ó Use story*

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NBC's Timebuying Opinion Panel	Mar. 45, Apr. 56, June 49
PG&W's Spot Guide	Mar. 45
*Representatives' Selling Techniques	Dec. 19
Sinclair Safety Campaign	Oct. 54
SRA's Webb: Selling	Dec. 45
Triple Spotting	Sept. 48
WIP's National Spot Data	Feb. 7
Young Estimates Spot 1956-57	June 38
Young Report	Jan. 47

◊ TRAVEL AND TRANSPORTATION

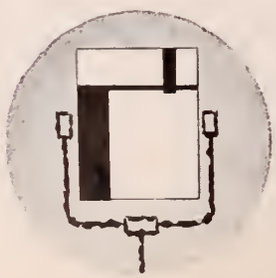
	Mo Pg
*Delta	June 30
Domestic Foreign Airlines	Nov. 42
*TWA	Dec. 32

WEEK-END RADIO

	Mo Pg
Increased Billings	Feb. 44
*Listening High	Aug. 27
Listening Measurement	Sept. 12
Monitor Adds	Sept. 7
RAB Study	Aug. 60

** Indicates feature length article, ◊ Use story*

Reprints of this Index are available on request. Please write:

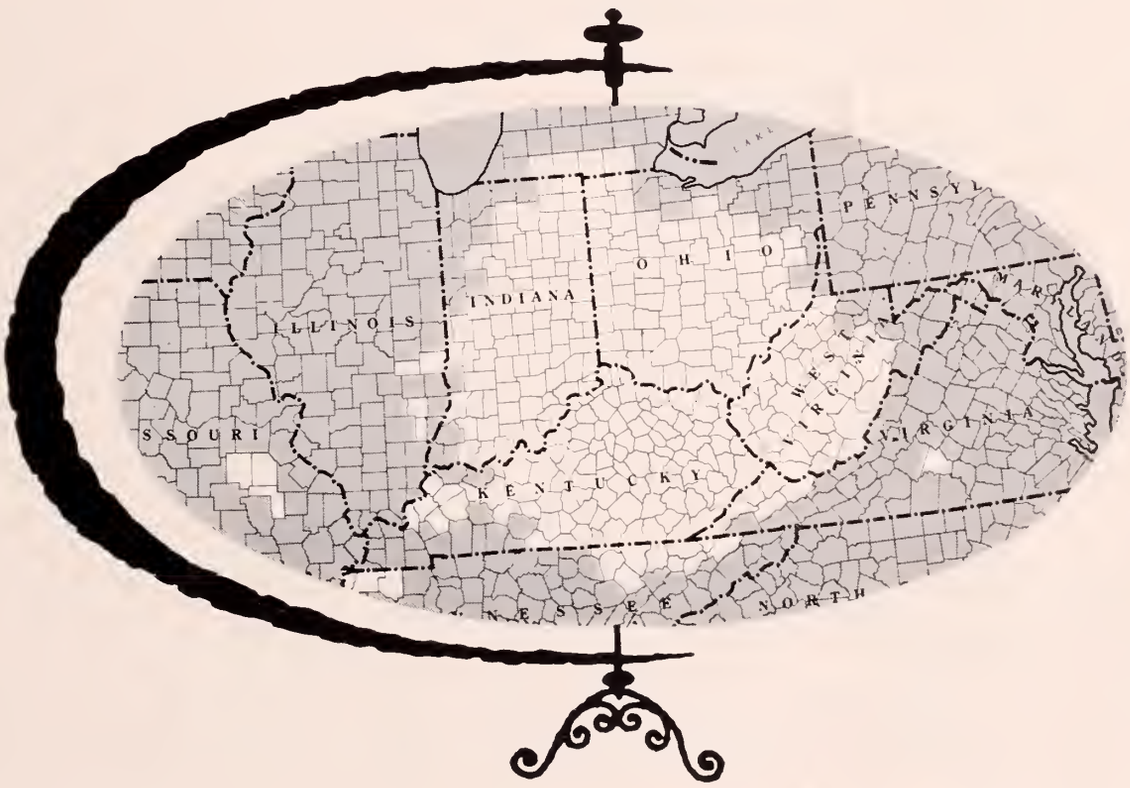


U. S. RADIO

50 WEST 57th STREET • NEW YORK 19, NEW YORK
TEL: Circle 5-2170

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

	Once	3 or more	6 or 7	Daily Avg.
Daytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

the NUMBER ONE STATION

IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

WEBC

DULUTH • SUPERIOR

See your Hollingbery man
In Minneapolis . . .
See Bill Hurley

Your Buck Goes Farther

WREN DELIVERS FOR

26c LESS

PER 1000 HOMES

Take the average metropolitan audience ratings of all four Topeka stations. Project those ratings against the Radio Homes Served (Nielsen). WREN's cost-per-thousand is only $1.00 . . . 26c less than its nearest competitor! And WREN's all-family programming delivers you a better quality audience, too. Check with George P. Hollingbery.

WREN

5000 WATTS • TOPEKA, KANSAS

report from Canada

13-Year Study

By Canada's BAB

Shows Radio's Growth

The number of new radio homes in Canada has increased 25,000 in 1958 over 1957 bringing total homes to 3,955,000, the Broadcast Advertising Bureau of Toronto reports.

Since 1946, when the bureau first started to keep track of such figures, radio homes have increased more than one third from 2,211,300.

In a study of radio rate and circulation trends over the past 13 years, the BAB reports that the average one-minute announcement rate in class A time for all 171 private commercial stations in Canada has remained almost constant the past year. In 1957, the average cost of minutes on all stations was $10.95 compared with $10.91 this year. For this one-year period, the number of am stations also has grown with eight new ones going on the air for the first time.

Since 1946, the average one-minute announcement cost has risen by 55 percent compared with an increase in radio homes of 81 percent. The number of commercial am stations is up by almost 76 percent.

In actual figures, the average one-minute commercial cost in 1946 was $7.01. Am stations on the air then totalled 99.

It is interesting to note that one of the largest jumps in radio homes occurred between 1953 and 1954 when radio was at its lowest ebb since the war. In 1953, there were 3,582,000 radio homes, according to BAB, but by the following year the number had climbed to 3,748,000, an increase of 166,000 radio homes. Rates during the same period (average one minute) were increased 29 cents.

BAB Survey

A Study of Radio Rate and Circulation Trends on Private Commercial Am Radio Stations from 1946 through 1958 —Class A Time—follows:

Year	No. of Radio Homes	No. of Stations	Av. Cost, One Minute
1946	2,214,300	99	$7.01
1947	2,800,000	109	7.44
1948	2,870,400	113	7.74
1949	3,247,600	120	7.90
1950	3,275,000	126	8.12
1951	3,375,000	132	8.73
1952	3,454,000	134	9.33
1953	3,582,000	135	9.75
1954	3,748,000	143	10.04
1955	3,807,000	155	10.30
1956	3,877,000	159	10.70
1957	3,930,000	166	10.95
1958	3,955,000	174	10.94

BBM Sets Survey Date

From the Bureau of Broadcast Measurement, Toronto, comes the announcement of its fall survey dates, November 3 through November 9. The ratings service will conduct its semi-annual, nationwide study of audience measurement by ballot. For the first time this fall, BBM will tabulate the full seven days of the survey week. Previously, the firm has been measuring only four days during the prescribed study period.

BBM also reports the admission to membership of five additional firms, bringing total subscribers to 317 agencies, stations, advertisers and representatives. The new members are: Donahue & Coe Ltd., Montreal; Gislason-Reynolds Ltd., Toronto; Tandy-Richards Advertising Ltd., Toronto and Montreal; Thompson-Petersen Advertising Co. Ltd., Toronto, and Trans Ocean Radio & Television Representatives, Toronto and Montreal.

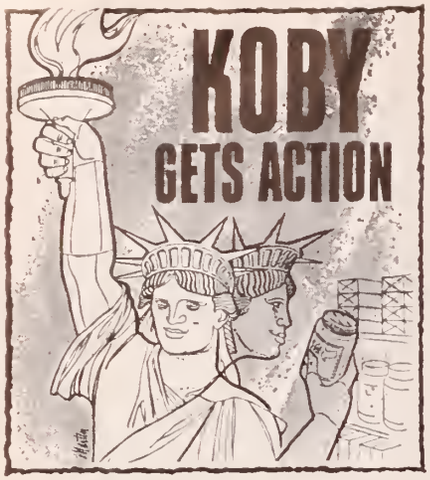
A non-profit organization, BBM draws its governing board equally from advertisers, agencies and stations. • • •

ALL-CANADA RADIO and TELEVISION LIMITED

representing Canada's leading Radio & Television Stations

Distributors of the world's finest Radio and Television Programs

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER



In San Francisco, audiences respond to KOBY's musical formula beamed to San Francisco families. From New York to San Francisco, advertisers know that KOBY motivates the market!
If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY 10,000 watts San Francisco
Sit in with your PETRY Man
In Denver it's KOSI—
in Greenville, Miss.—WGVM
Mid-America Broadcasting Co.

SPECIALIZED NEGRO PROGRAMMING

With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of **128,357** active prospects.

1,000 W. 1590 KC.
KPRS
KANSAS CITY, MISSOURI
For availabilities call Humboldt 3-3100
Represented Nationally by—
John E. Pearson Company

SPOT (Cont'd from p. 29)

This is particularly significant during the nine to four times when advertisers are trying to reach the women while they are thinking about household products and shopping for them. Mr. Eastman does not believe advertisers are yet ready to buy nighttime in bulk except as part of package deals that emphasize other time spans. He does feel, however, that weekend is coming into its own "when the family is available both in and out of the home."

'Incubation Stage'

"Weekend and all non-traffic times have always drawn a certain number of orders," says John J. Tormey, radio sales manager, Avery-Knodel Inc., New York. He believes, however, that radio is "in the incubation stage of selling substantial amounts of non-traffic hours."

Mr. Tormey states that if an advertiser wants to do a complete job in a market—which is usually his aim—he should use all time spans on radio to reach as many potential listeners as possible. "Nighttime radio, in particular," he says, "is a sleeping giant that has not yet been exploited."

Katz's Mr. Kellner further points out the importance not only of reaching unduplicated audiences during those hours, but also the value of selling to an attentive audience that is relaxed and receptive. Mr. Kellner predicts a sharp business upturn in 1959 that will benefit all media. "The obvious place for an advertiser to go will be where the competition is lightest . . . . on the radio in the evening."

More Daytime Buys

Mr. Kellner also expects a rise in daytime buys next year that will confirm an already developing trend. He cites a study done by his firm this year on a station in one of the nation's top 10 markets: "We broke up the day into three categories—6:30 a.m. to mid-morning, mid-morning to 3:30 p.m. and 3:30 p. m. to 7 p. m.—and found that while nearly 50 percent of the station's spots were placed before 10 a. m., a full 25 percent were bought during non-traffic hours in the middle of the day up to

(Cont'd on p. 82)

TO MEET HEAD ON A NEED THAT EXISTS IN THE RADIO FIELD TODAY . . .

*** *U.S. RADIO***

for the buyers and sellers of radio advertising

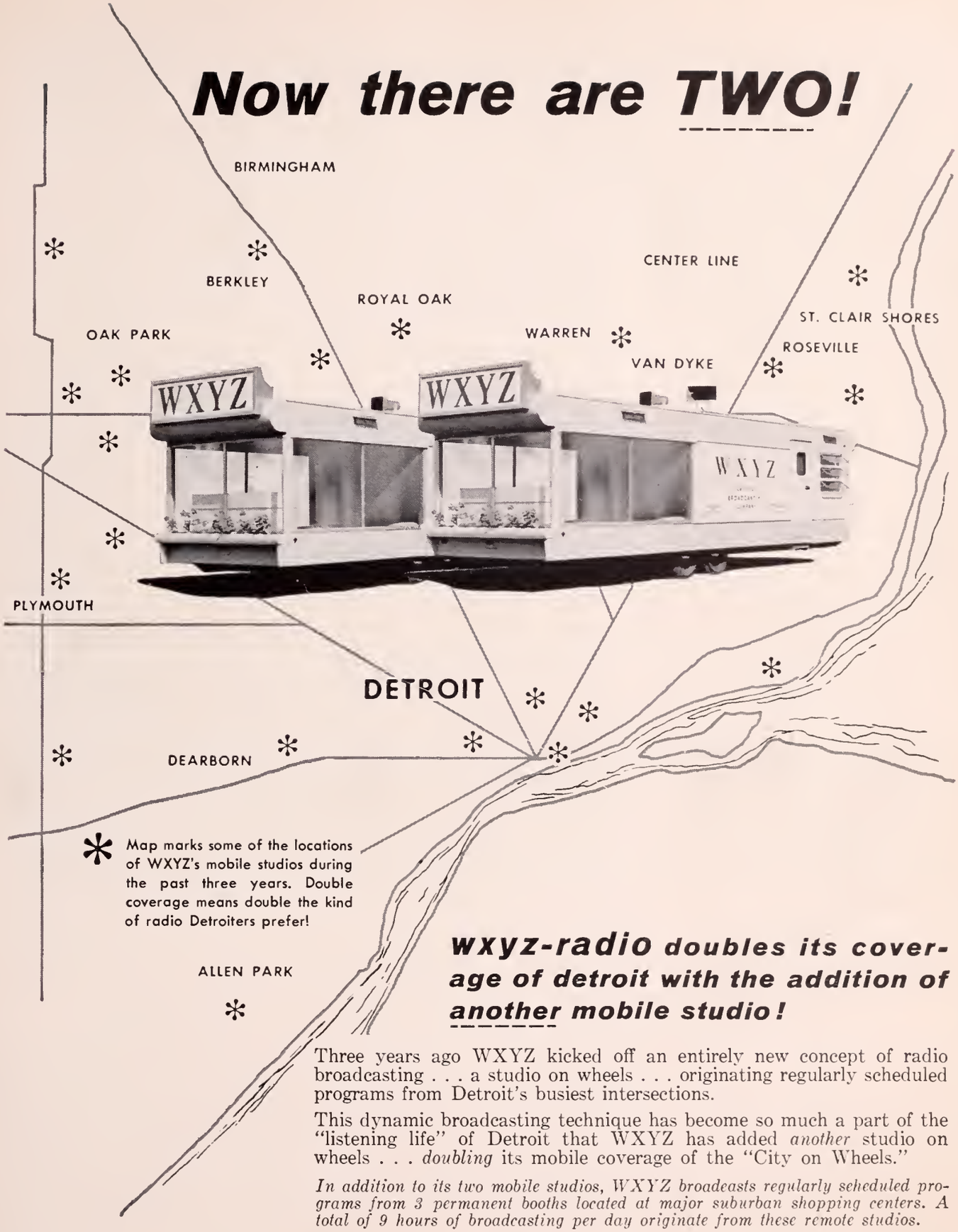
An indispensable tool for sharpening the advertiser's agency's and broadcaster's approach to the buying and selling of RADIO ADVERTISING.

ISSUED MONTHLY

- **ONE YEAR $3.00**
- **TWO YEARS $5.00**

WRITE CIRCULATION DEPARTMENT
U.S. RADIO
50 WEST 57th STREET
NEW YORK 19, NEW YORK

Now there are TWO!



* Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . *doubling* its mobile coverage of the "City on Wheels."

In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio 1270 Detroit

"DETROIT'S MOST MOBILE STATION"

AMERICAN BROADCASTING CO.

NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

SPOT (Cont'd from p. 80)

3:30 p. m. This equalled the 25 percent purchased between 3:30 p. m. and 7 p. m., a time period that includes the afternoon drive hours. Compare this study with one which we made on the same station two years ago, where only 10 to 15 percent of the daytime spots were placed during the non-traffic times, and we see that middle-of-the day buying has increased considerably."

Another representative agrees that non-traffic buys are on the rise, and credits this to advertiser faith in the medium as a whole. "Radio station salesmen and representatives have done such a good job selling the sound medium in the last several years," he says, "that clients who want but can't get saturation in drive times are now turning to other times of the day rather than abandon the medium."

Drive Time Bind

He also points out that the radio industry brought the "drive time bind" on itself over the past few years. "When television came along and radio people were looking for a competing sales point, we seized upon the out-of-home audience that tv couldn't reach. We pounded the advertiser and agency people over the head with this so hard and so long that it boomeranged by indirectly underselling the rest of the day."

Blair's Mr. McCoy believes that one way to remedy this situation is by pointing out to agencies and advertisers that many groups can be reached in non-traffic hours that in many cases are unavailable to the radio client. He cites America's 21 million working women, in particular, who are only at home during the evenings, and also points out that there are many truck drivers and working men who are on the road at night.

Reaching Executives

Mr. McCoy believes that evening radio is important to reach such groups as merchandising men, household product executives and grocery store personnel who are influential in arranging merchandising campaigns and making distribution decisions.

Mr. McCoy thinks that all times of the day can benefit "most advertisers who use radio. To use radio most effectively the client must reach all radio's audiences." In this connection, Blair has developed a plan named Satureach (see *Rate Card Riddle*, September 1958) that calls for an advertiser to purchase equal announcements in six time segments throughout the day. Packages like this enable a client to reach nearly everyone listening to the station, he points out.

A variation on this theme has been developed by WHDH Boston whose around-the-clock package calls for a one-minute spot every hour during the day. Depending upon availability, the spots can be broadcast in a single day or rotated throughout the week. In this manner, Mr. McCoy says, 90 percent of the radio homes are reached each week. Advertisers who have used the plan include accounts as varied as a discount house, an amusement park, a department store and a soft drink company.

Specifics of Plans

In selling around-the-clock plans, Blair has generally found it more effective to use a different approach with the timebuyer than with the advertiser, Mr. McCoy reports. Timebuyers like to have the specifics of plans set before them, he says. If a buyer has asked for traffic times and the representative is trying to sell him other periods in addition, the latter will probably be more successful, says Mr. McCoy, if he develops alternative plans showing combinations of drive times with other times. The cost savings over buying only traffic hours also should be illustrated.

A Broad Approach

For the advertiser who hasn't the time generally to deal with individual plans, a broad approach often works—illustrating the large and different audiences reached by around-the-clock purchases.

Before clients begin to buy non-traffic time in large quantities, a vast selling job must be done by stations and representatives to show agencies and advertisers that radio is an effective selling vehicle 24 hours a day. "Such a program has been undertaken in many quarters. Now all we need is for the spark to ignite," Mr. McCoy declares. • • •

AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be *22 million more* in 1975 than today.

3. More Income—Family income after taxes is at an all-time high of $5300—is expected to pass $7000 by 1975.

4. More Production—U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings—Individual savings are at highest level ever—*$340 billion*—a record amount available for spending.

6. More Research—*$10 billion* spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs—In the next few years we will need more than *$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

NOW AVAILABLE!

Brochure Containing

COMPLETE DETAILS OF WVET'S EXCLUSIVE, PHENOMENALLY SUCCESSFUL TOP VALUE STAMP PROMOTION PROGRAM

For Information

Contact: BILL SCHUBERT

WVET RADIO

ONLY Station In The Nation That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

In the leadership spotlight

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

radio research

Nighttime Radio Audience Is Very Much There—Pulse, Nielsen Studies Testify

Just short of seven million Americans listen to radio every average minute—at night—and 63.1 percent of all U. S. homes are tuned in to nighttime radio every week. These figures published by A. C. Nielsen Co. help crack the myth of the absent nighttime radio audience.

Now, surveys of the Los Angeles area by The Pulse Inc. and reported by KNX, have torn down any remnants of that idea in this West Coast market. Among the facts uncovered, according to KNX, is that more than a half million adults (21 and over) listen to radio in the average quarter hour between 7 and 10:30 p.m., Monday through Friday. Another is that the average Los Angeles radio station reaches almost half (46 percent) of its entire weekly audience between 6 p.m. and 6 a.m.

"We hope that the measurement of nighttime radio disposes of some of the broad, unfounded generalities many advertising people have about it," declares P. B. Hillman, advertising and promotion manager of KNX Los Angeles. "People—many people—do listen to nighttime radio. And these people are of the same social, educational and economic status as tv viewers.

"Furthermore," Mr. Hillman states, "these listeners are to be found in metropolitan areas where tv variety and coverage is at its optimum . . . where tv has its strongest programs and largest audience."

Nighttime radio in the Los Angeles market compared to daytime radio, newspapers and tv offers some surprises. For one thing, Pulse audience composition figures (per 100 homes) show that the average Los Angeles nighttime listening home has 13 percent *more* listeners, 11 percent more *adult* listeners and 64 percent *more men* listeners than the daytime listening home.

Compared to evening newspapers in Los Angeles, nighttime radio reaches more homes in the average 7 to 10:30 p.m. quarter hour than the leading evening newspaper reaches with its entire circulation. Pulse also reveals that nighttime radio reaches more homes than daytime tv—17.2 percent to 15.1 percent.

Compared to nighttime tv, radio's audience during the average quarter hour from 6 p.m. to midnight is better than one third the size of tv's. Pulse breaks the figures down this way:

- In the early evening (6 to 8 p.m.), radio reaches more than 450,000 Los Angeles homes, or more than 20 percent of the market. This audience is 40 percent of tv's.
- In mid-evening (8 to 10 p.m.), against tv's toughest competition, radio still reaches almost 20 percent of the market. This audience is over one quarter of tv's.
- In the late evening (10 p.m. to midnight), when less audience is available, tv suffers the severest loss. Radio's audience is again 40 percent of Los Angeles tv's.

Who Listens?

KNX points out that these figures, combined with Nielsen 1957 figures on "who listens?" to air media, make a strong case for nighttime radio advertising.

The station states that these Nielsen figures reveal that from 6 p.m. to midnight, 95 percent of the radio audience is *adult,* and reasons that "if adults buy and use your product, the advertiser can profit with the economical effectiveness of nighttime radio."

This reasoning is further bolstered by Pulse figures for another West Coast market showing no significant economic or educational differences between the daytime and nighttime audiences. Income level for San Francisco listeners breaks down this way: Upper—24.6 percent daytime, 26.9 percent nighttime; upper-middle—28.1 to 23.5; lower-middle—24.6 to 23.9, and lower—22.7 to 25.7. Figures for educational backgrounds of listeners are equally as close between daytime and nighttime. • • •

ONLY PULSE DELIVERS THE 100% WHOLE SAMPLE

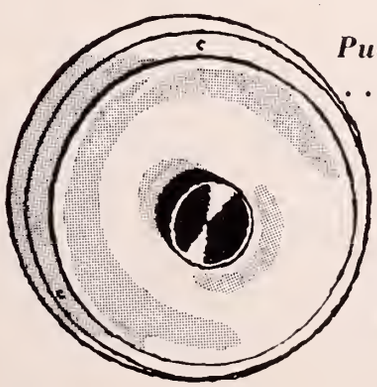
Of the three major television services, Pulse alone delivers the complete sample contracted for —a pre-determined sample of high accuracy.

Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—*Pulse alone uses direct, face-to-face interviewing right in the home.*

Since 1941 Pulse has developed accredited techniques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U. S. Census.

Looking at a typical example: you have a nighttime Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers *actually talk with 6,000 different families about your show.* This sample of identical size —but different families—is repeated next month, and the next, and the next, a staggering cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pluses. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U. S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.



Pulse rings doorbells . . . interviews families in their homes

Nothing takes the place of INTERVIEWS in the home

Largest Scientific Sampling

"Only U. S. Census talks with more families"

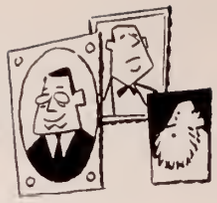
730 FIFTH AVENUE

NEW YORK 19, N. Y.

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

WALTER CRAIG, vice president in charge of radio-tv for Norman, Craig & Kummel Inc., New York, named to the board of directors. The agency also appointed WALTER TIBBALS vice president and general manager of radio-tv department.

WILLIAM C. PANK, vice president and account supervisor at Reach, McClinton & Co., New York, named to the board of directors. Also, WILLIAM H. FINE, former executive editor of *Good Housekeeping*, named vice president and director of market development.

WILLIAM F. JAMES appointed executive vice president at Paris & Peart Inc., New York, and GEORGE R. GIBSON named a vice president.

ROBERT L. FOREMAN, executive vice president in charge of the plans board, named head of all creative services at BBDO, New York.

NEWT MITZMAN appointed manager of commercial production in the radio-tv department of Ogilvy, Benson & Mather Inc., New York.

E. J. COLLINS, formerly with Foote, Cone & Belding, Chicago, has joined Compton Advertising Inc., Chicago, as creative group head. Also, C. H. BILLIPP has joined Compton's creative department.

HERBERT STOTT, recently associate media director of Lennen & Newell, has joined Kenyon & Eckhardt Inc. as media manager in Los Angeles.

JOHN ROTH, previously with Roy S. Durstine Inc., appointed an account executive at Hicks & Greist Inc., New York.

STATIONS

ARTHUR M. TOLCHIN, vice president and head of WMGM New York, elected to the board of directors.

GEORGE W. ARMSTRONG, general manager of WTIX New Orleans, named executive vice president of the Storz Broadcasting Co.

JOSEPH T. CONNOLLY, vice president in charge of WCAU, Philadelphia, named general manager.

RAYMOND W. WELPOTT, formerly with NBC's owned stations and spot sales division, named vice president and general manager of WRCV-AM-TV Philadelphia. He succeeds LLOYD E. YODER, named vice president and general manager of WNBQ-WMAQ Chicago.

JACK KEINER, formerly with the representative firm of Edward Petry & Co. Inc., New York, named station manager of KFMB San Diego.

DON V. SHOEMAKER, former promotion and merchandise manager at KFAB Omaha, named general manager of KLMS Lincoln, Neb.

ROBERT E. MITCHELL, general manager of WINZ Miami, and BERNARD PETZOLDT named vice presidents of Rand Broadcasting Co.

BOB McVAY, former co-owner and manager of KGEN Tulare, Calif., named general manager of KWG Stockton, Calif.

ROBERT F. OHLEYER named manager and RAY REISINGER named director of promotion and merchandising at WISH Indianapolis.

CARLOS F. MONTANO promoted from sales manager to station manager of KOOL Phoenix.

ROBERT A. BARBER promoted to station manager at KTOP Topeka, Kans.

JOSEPH K. MIKITA, formerly treasurer of Capital Cities Tv Corp., named to newly created post of comptroller for the Westinghouse Broadcasting Co.

HERB WIXSON, formerly general manager of KGEE Bakersfield, Calif., named sales vice president of KGB San Diego.

MURRAY SECHER appointed sales and advertising manager for World Wide Broadcasting System and its international shortwave station WRUL.

ARCHIE S. GRINALDS named sales manager of WDIA Memphis.

PAN SHAFFER, formerly with Peters Griffin Woodward Inc., Chicago, appointed sales manager of WOC-AM-FM-TV Davenport, Ia.

JAMES H. SHOEMAKER, former eastern sales manager for *Sponsor*, named national sales manager of WLS Chicago.

MRS. LOUISE W. MORRIS promoted from the local sales department to head the national sales department of WDAK Columbus, Ga.

MELVIN M. BAILY named program manager of WBZ-WBZA Boston-Springfield. He held a similar post at KEX Portland.

RAY TURNER named station manager and HARRY W. MOORE named sales manager by WTAR Norfolk, Va.

REPRESENTATIVES

RICHARD J. KELLIHER, previously manager of the San Francisco office of Adam Young Inc., named midwestern manager. His successor is FRANK A. WATERS, formerly of the New York sales staff.

CHARLES DUNBAR, former general sales manager of WERE Cleveland, named an account executive with John Blair & Co.

JEANNE PYLE has joined the sales staff of Bob Dore Associates, New York.

NETWORKS

MATTHEW J. CULLIGAN, vice president-NBC Radio network, and P. A. "Buddy" SUGG, vice president-NBC's owned stations and spot sales division, elected executive vice presidents by the NBC board of directors.

JULES HERBUVEAUX, former vice president and general manager of WNBQ-WMAQ Chicago, named to newly created post of NBC vice president, central division. Also, NORMAN S. LIVINGSTON, director of NBC Radio network programs, named NBC director of radio program sales.

Connolly

Mitchell

Armstrong

Morris

Keiner

Craig

Mikita

Welpott

U.S. RADIO IS USED...

by the radio industry to reach the decision-makers

the monthly magazine devoted 100% to radio advertising.

U.S. RADIO 50 West 57th Street, New York 19, N. Y.

EDITORIAL

. . . muscle-flexing

A HEALTHY RECORD

Media in general this past year have felt the pinch of tighter-drawn advertising belts. For the most part, this has led progressive sales management into a hard-sell campaign for business.

Radio has more than kept pace. This form of muscle-flexing has produced for radio a generally healthy record.

The Station Representatives Association, buoyed by the record $93,574,000 taken in by national spot for the first six months, believes that indications point to an even bigger second half. New-season business for the radio networks is bigger than it has been for many years. And a survey by the American Association of Advertising Agencies shows increasing billings projected for the last half of this year.

FIRST ANNIVERSARY

In line with this muscle-flexing is U. S. RADIO which this month celebrates its first anniversary. Through our first 12 issues (see comprehensive index, p. 73) we have endeavored to cover through research and analysis the breadth and depth of the radio business.

But even more important is what lies ahead. To keep pace with the expanding radio and advertising fields, U. S. RADIO has focused efforts on enlarging and refining its news coverage and analytical features.

As part of our own muscle-building, two new features have been added beginning with this issue. One is a report on fm activity (see p. 72) charting the continuing developments in this segment of radio that is steadily gaining in recognition.

The other new feature is called *Time Buys* (see p. 10), a presentation in capsule form of new and upcoming radio buys by advertisers. It covers both spot and network purchases and comprises reports that emanate from the agencies themselves.

BPA Memo, a third new feature which started last month, is a report on radio station promotion activity (see p. 60).

TO THIS WE ARE DEDICATED

Our sights for the second year are set just as high as they were at launching time a year ago. As we stated then in our first editorial:

U. S. RADIO, *an analytical and idea magazine for the buyers and sellers of radio, will devote its entire energies to this vast field of radio. Articles and features on the planning and buying of radio advertising, delving into the why's and how's in the successful use of all radio, will be supplemented by regular departments presenting in concise form the significant news and trends of the radio industry.* U. S. RADIO *will be applauded by some at times, criticized by some at times. It will make its mistakes, it will make its points. It will constantly strive to help buyers and sellers of radio advertising in the use of the medium.*

BEYOND DRIVING TIMES

There is growing evidence that spot advertisers are making greater use of non-traffic times. Moreover, radio industry leaders foresee a real breakthrough in this form of business (see *Is Spot Breaching Non-Driving Hours?*, p. 27).

Audience research continues to show substantial listenership during non-driving hours. It's been a long campaign trying to gain acceptance for this research. But it appears that the light is finally beginning to shine on portions of the broadcast day that have been too long in the dark.

FRESH...EXCITING...AND "EXCLUSIVELY" YOURS ...A NEW, MODERN RADIO GAME!

LUCKY LYRICS®

THE FUN SHOW WITH THE THRILL OF A CONTEST AND LURE OF A PRIZE

...ROCKET YOUR RATINGS WITH THIS LIVELY, CAPTIVATING PROFIT PACKAGE TAILORED TO YOUR NEEDS!

Here's a bright, new client-catching idea that'll wallop your competition! It's Lucky Lyrics—a powerful money-maker polished to sparkle with mass listening appeal. The best "programming" since the phonograph record . . . the best audience builder since "Mister Whisper" . . . the best sales sparker since the singing jingle!

Complete with super-simple format, Lucky Lyrics can be a lively insert integrating your own star deejays, or a saleable smooth five-minute hypo to pep up the day's programming. Here is radio at its profitable best!

Catchy favorite tunes plus easy-to-play contest fun spark tremendous audience response . . . build huge in-store traffic! Packed with station and sponsor goodwill and profit potential, Lucky Lyrics is a budget priced spearhead for your aggressive sales and station promotion plans.

FEATURING THESE TOP RECORDING STARS SINGING ALL-TIME FAVORITES

NOW BOOKED BY THESE LEADING STATIONS!

WDSU	New Orleans
KJBS	San Francisco
WIL	St. Louis
WRIT	Milwaukee
KDYL	Salt Lake City
KXYZ	Houston
WTAR	Norfolk
KBOX	Dallas
KYES	Roseburg, Ore.
WLEE	Richmond

PRODUCED BY

ADVANTAGE ENTERPRISES DIVISION

OF

MILLS-PARK-MILFORD, INCORPORATED

NEW YORK, N.Y.

Producers of the new PATTI PAGE SHOW ON ABC-TV

FOR THE LUCKY FACTS IN YOUR MARKET, WRITE, WIRE OR PHONE

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE

527 MADISON AVENUE

NEW YORK 22, NEW YORK—PLAZA 3-2842

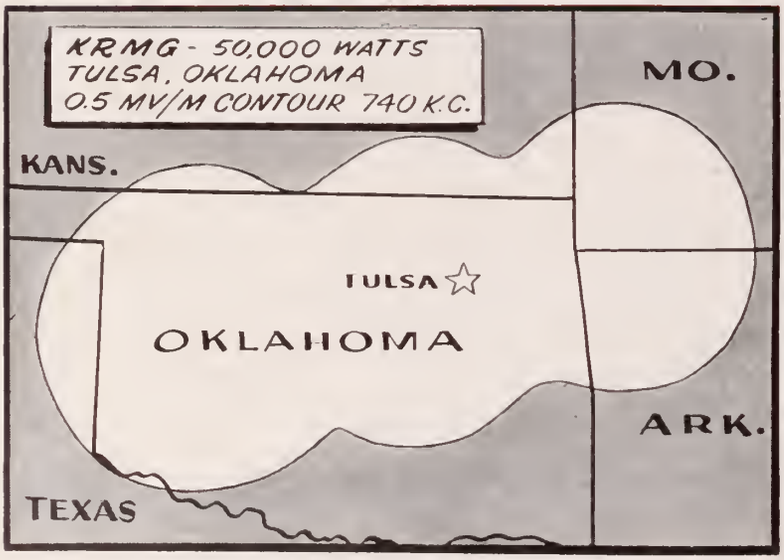
NAB ASSOCIATE MEMBER

POSTCARDS...

we got postcards from listeners to Regional *KRMG* Tulsa

all we said was "drop us a card"

and we got 87,312 postcards!



During our one week "Big Surprise" promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87,-312 postcards . . . proof of Regional KRMG's big coverage, audience responsiveness and superior salesmanship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO. 1

NOVEMBER 1958

35 CENTS

RO RADIO
ysis of a Decade
rowth and Change
page 23

ND: PART I
Sound Can Best
e the Advertiser
page 30

IO TEST CASE
rtment Store Tried
o and Stayed With It
page 34

9 CAR DRIVES
o Helps Spark
Model Campaigns
page 38

Philip T. Birch
Oil Uses Sports,
onalities and News
each Male Buyers
page 26

AMERICA'S ONLY

50,000 WATT

NEGRO RADIO STATION

WDIA

Covers the "Golden Market" of 1,237,686 Negroes . . . Nearly 10% of America's Total Negro Population

40% of the Memphis Trade Area is Negro

And Before They **Buy**, Memphis Negroes **Listen**

TO **WDIA** 1070 KC

Only 50,000 Watt Station in Memphis

CHECK ALL RATINGS—YOU'LL FIND WDIA CONSISTENTLY "TOPS!"

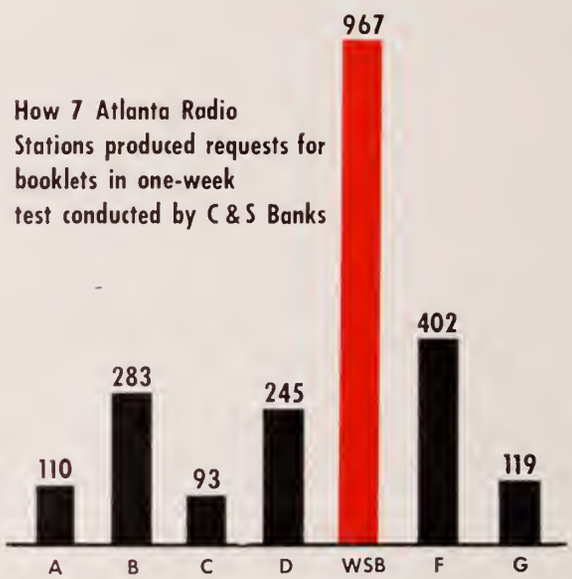
REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

in Atlanta nothing gets RESULTS like the WSB radio service

Results of a recent "test run" by the Citizens & Southern Banks of Atlanta are revealing. A scenic booklet was offered listeners of 7 Atlanta radio stations.

WSB Radio accounted for 43.5% of the total 7-station response. This was 2½ times the return of the second station. WSB scored more requests per commercial minute —6 times as many as the second station. WSB's cost-per-request was the most economical—68% less than that on the second station.

Here again is proof that it pays advertisers to go first class in Atlanta. Certainly *your advertising* belongs on WSB Radio.



Analysis of Performance

	A	B	C	D	WSB	F	G
Total number requests	110	283	93	245	967	402	119
Number commerciol min. used	16	42	20	20	11	30	24
Requests per commerciol min.	6.9	6.7	4.6	12.2	87.9	13.4	4.9
Cost per request	1.15	.44	1.08	.65	.14	.45	2.10

WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.

The nation's highest audience-rated Negro group

Sell... 48% of Jackson

WOKJ

The NATION'S HIGHEST Hooper-rated Negro station • In Jackson — 48% Negro • Top-rated consistently by Hooper-Pulse-O'Connor • The ONLY way to the 107,000 Negroes of the Jackson Metropolitan Area.

Sell... 33% of Little Rock

KOKY

Arkansas' ONLY Negro station • In Little Rock — the 87th Market — 33% Negro • Top-rated consistently by Hooper-O'Connor • The ONLY way to the 114,000 Negroes of the Little Rock-Pine Bluff Metropolitan Area.

Sell... 39% of Shreveport

KOKA

The Ark-La-Tex ONLY Negro station • In Shreveport — the 89th Market — 39% Negro • Top Hooper-rated consistently • The ONLY way to the 108,000 Negroes of the Shreveport Metropolitan Area.

Sell... 42% of Birmingham

WENN

Alabama's ONLY fulltime 100% Negro station • In Birmingham — the 31st market — 42% Negro • Top-rated Negro station consistently by Pulse-Hooper • The BEST way to the 260,000 Negroes of the Birmingham Metropolitan Area.

melendon ebony radio

Represented by John E. Pearson

THE 6th ANNUAL WLS-PRAIRIE FARMER FARM PROGRESS SHOW

Numerous demonstrations of interest to women drew capacity crowds both days.

Bigger than Ever!

NEVER BEFORE A GREATER CONCENTRATION OF FARM BUYING-POWER!

More than 215,000 Farm People attended this 1958 two-day event

453 private planes (more than one-third of the "Flying Farmers" in mid-America) and 65,000 cars brought enthusiastic WLS listeners from throughout the five-state heart of America, to see and learn about the latest and best in farm methods and equipment.

When 215,000 of America's most prosperous and progressive farmers turn out for the WLS-Prairie Farmer Farm Progress Show, you begin to realize the tremendous pulling power of WLS. Most farm families in mid-America depend on WLS for entertainment, up-to-the-minute news, markets, weather reports, and information on products of interest to them. If you have such a product, call WLS or your John Blair man *today*.

As far as you can see, visitors viewing exhibits in which they are interested.

87 acres of auto parking space for visitors and another 40 acres for planes.

WLS

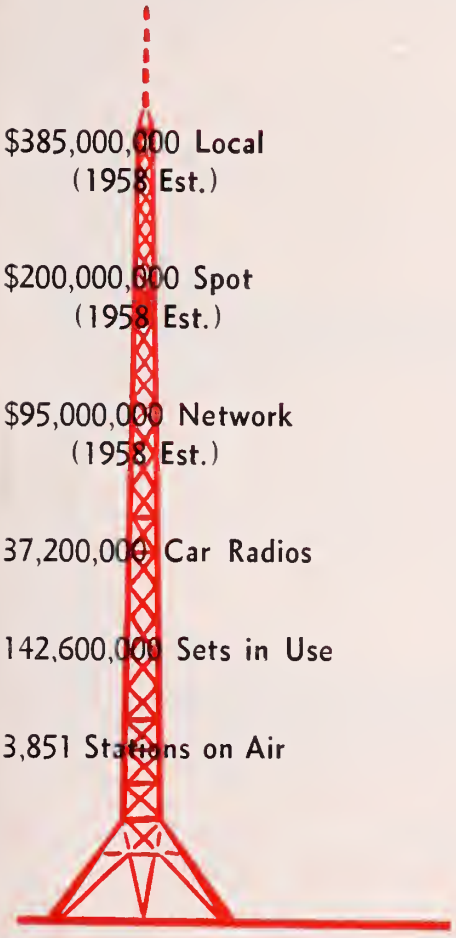
CHICAGO 7

The Most Powerful Radio Voice in Agriculture

1230 Washington Boulevard • Telephone MOnroe 6-9700

890 KILOCYCLES • 50,000 WATTS • FULL TIME • REPRESENTED BY JOHN BLAIR & CO.

Radio's Barometer



Spot: Total billings for Broadcast Time Sales, New York, which represents 14 radio stations, increased 100 percent for November over August, Carl L. Schuele, general manager, reports. October was 50 percent better than September, he says. "Every one of our 14 stations broke its own record for national billings with November business," he reveals, "and it looks like their business for the first six months of 1959 will be up one third over the present high."

Network: Recent orders totaling more than $2,500,000 in net revenue have prompted William K. McDaniel, vice president in charge of NBC Radio network sales, to predict that "1958 business will exceed that of our 1957 banner year." He also reports an "encouraging . . . preponderance" of 1959 campaigns.

CBS Radio has reported $3 million in new business and renewals, highlighted by a 52-week purchase by Lever Bros., according to John Karol, vice president in charge of radio network sales. ABC Radio's director of network sales, John White, reports that 13 advertisers have contracted or renewed for the fourth quarter (see *Report from Networks*, p. 62).

Local: KSO Des Moines, Ia., posted a 70 percent gain in gross billings in the three months beginning July 1, according to Tony Moe, vice president and general manager. KTIX Seattle had a 46.3 percent increase in business in September over August, Hugh Ben LaRue, the station's president, reports. And according to Maurie Webster, KCBS San Francisco general manager, during September "we recorded the best week of 1958." New business and renewals, he announces, totaled more than $26,000 for the final week.

Stations: Total stations on the air, both am and fm, increased again in September—to 3,851, up 12 over September:

	Commercial AM	*Commercial FM*
Stations on the air	3,290	561
Applications pending	449	39
Under construction	101	98

Sets: Total set production including car radios for August was 1,028,852 (for eight months—6,611,686), according to Electronics Industries Association. Total auto radio production for August was 242,915 sets (for eight months—1,893,813). Total radio set sales excluding car radios for August were 658,247 (for eight months—4,111,080). Transistor sales for August were 4,226,616 with a dollar value of $9,975,935 (for eight months —25,310,834 with a dollar value of $59,419,783). The transistor figure for August 1958 is the highest for any month in history, EIA reports. Fm set production for August totaled 21,335 (for eight months—134,653; see *Report on FM*, p. 63).

IT'S OK

IF ADVERTISED ON

WXOK

45% of the Population
in Its Coverage Area
of Baton Rouge Are Negro

This, the only Negro station, reaches this potential purchasing power best.

Baton Rouge is one of America's fastest growing markets. Negro buying power is the largest of the untapped sales sources in this area.

A Member of the OK Group
Reaching 1,500,000 Negroes

Stars National Inc.

KNOK
is the ONLY
NEGRO STATION
in
DALLAS and
FORT WORTH
Serving more than
315,000
NEGROES
KNOK

STU HEPBURN, MGR.
REP—STARS NATIONAL
SOUTH—DORA-CLAYTON

for buyers and sellers of radio advertising

U.S. RADIO

NOVEMBER - 1958 VOL. 2 - NO. 11

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BPA

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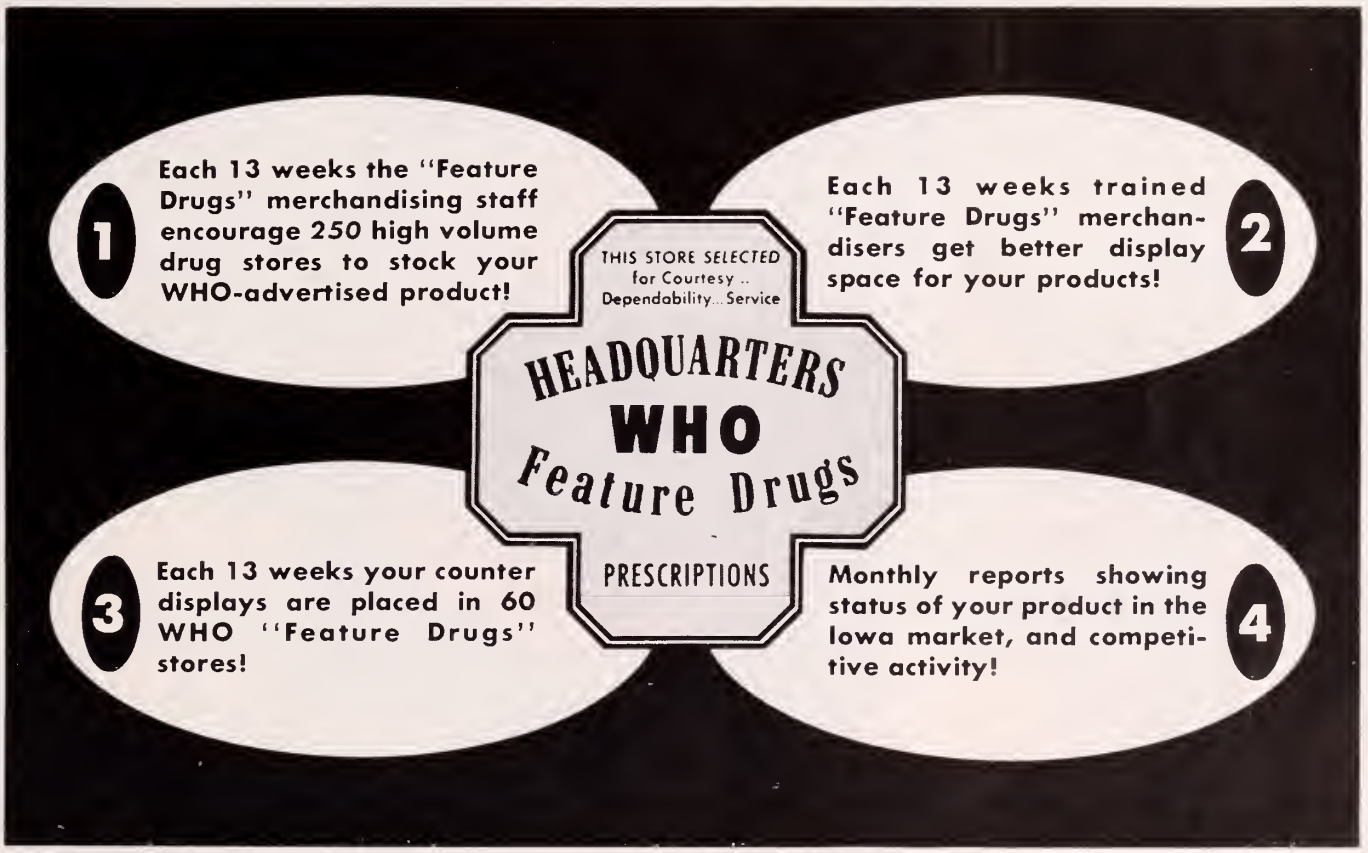
Copyright 1958 by Arnold Alpert Publications, Inc.
Accepted as controlled circulation publication at Baltimore, Maryland.

Station WHO puts the PLUS into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—comprehensive *plus* service offered, *at no extra cost*, to WHO advertisers whose products are sold in drug stores. 250 leading stores, accounting for 40% of drug volume in 76 of Iowa's 99 counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is $250 per week for 13 weeks, or $3250 within a 13-week period of time.



WHO's "Feature Drugs Merchandising Service" is producing BIG RESULTS for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

PETERS, GRIFFIN,
S P O T R A

NEW YORK
250 Park Avenue
Yukon 6-7900

CHICAGO
Prudential Plaza
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

ATLANTA
Glenn Bldg.
Murray 8-5667

DALLAS
335 Merchandise Mart
Riverside 7-2398

FT. WORTH
406 W. Seventh St.
Edison 6-3349

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

E PLURIBUS UNUM

"ONE out of Many"

That's the PGW SPOT RADIO GUIDE

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the **PGW** Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

Call **PGW** *for a copy of the Spot Radio Guide and for helpful market information.*

THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

VOODWARD, INC.

) I O

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50.000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

every minute is a selling minute on WFBM

• **First all day***. . . "most listened to" because WFBM sounds *good* to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.

12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority . . . world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

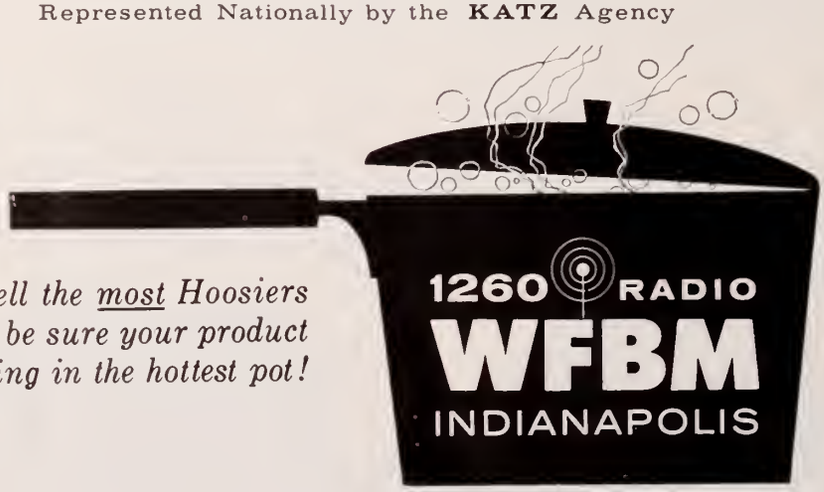
This *variety* assures an even larger *cumulative* audience. It's what you want for saturation spot campaigns!

Check WFBM first—*where every minute is a selling minute!*

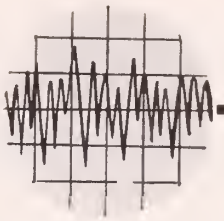
*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the **KATZ** Agency

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



soundings



RAB's New Set Count Slated for May Release

May is tentatively set as the publishing date for Radio Advertising Bureau's new nationwide set count. Devised and financed by RAB with the cooperation of Advertising Research Foundation, the study will show not only the number of households with radios and automobile sets, but also the location of radios within the home. U. S. Census Bureau will interview 36,500 households in 330 sampling areas the latter part of this month.

Agencies Across Country To Hear 'Imagery Transfer'

Joe Culligan, executive vice president of NBC Radio, will soon take his selling-with-sound presentation, "Imagery Transfer," across the country for the ears of advertising agencies. This was one of the highlights touched upon at the recent affiliates' meeting in New York. Another sound presentation, "Engineered Circulation," is in the works (see *A Sound for Every Image*, p. 30, and *Report from Networks*, p. 62).

Use Radio With Great Frequency, McGannon Tells Advertisers

Because advertising men have learned to mould commercials with subtlety, persuasion and cleverness, "the new directions in which radio can travel, the new products and services it can sell, are virtually endless." These ideas were voiced by Donald H. McGannon, president of Westinghouse Broadcasting Co., at the 30th annual Boston Conference on Distribution. "If your product or service is one with broad popular appeal," he told the meeting, "let me urge that you think of radio and use it as a saturation medium, with great frequency, in all broadcast periods."

70% of Families Have Smokers, Pulse Radio Report Shows

In the first product classificaton data incorporated by Pulse in its network radio report, figures show that 33.8 percent of the families have one cigarette smoker, 36.1 percent have two or more cigarette smokers and 30.1 percent have no cigarette smokers. The first study was made last July.

AIMS Meeting Sees Bright Year Ahead

Members of the Association of Independent Metropolitan Stations reported a fine year in 1958 and predicted an even brighter 1959 as they met in New York to discuss programming, promotion and business trends for the coming year. Bill Simpson, national sales manager of KOL Seattle, who was elected chairman for the coming year, and Roy Albertson, owner of WBNY Buffalo, who was named vice chairman, report a half-dozen applications are pending. There are now 22 members.

Radio's Profit Status Stressed at Final NAB Confab

The last of the eight fall regional meetings of the National Association of Broadcasters held in Washington, D. C., was told by NAB that: (1) Independent radio stations show a greater profit margin than stations that are network affiliated, although a larger dollar profit is shown by the affiliates; (2) regardless of the number of stations in a market total station revenue is about the same but, NAB says, dollar profit dips considerably as stations in a market grow in number; (3) editorializing is becoming more evident in a station's operation although the increase in air editorials has not been rapid.

Trends and Problems Dominate CBS Radio Spot Sales Sessions

Trends and problems in sales, programming and promotion dominated the business sessions of the 14 represented stations of CBS Radio Spot Sales whose general managers met in New York the last week of October. Gordon F. Hayes, general manager of the representative firm, presided.

time buys

American Motors Corp.

Agency: *Geyer Advertising Inc., New York*
Product: RAMBLER

In addition to its heavy use of *Monitor* on NBC Radio, word from the company is that an extensive buy on "another" network is being planned for the spring. Betty Powell is the timebuyer.

Bache & Co.

Agency: *Albert Frank-Guenther Law Inc., New York*

This investment firm is currently in three markets with a five-minute financial show (Cleveland, Philadelphia and New York). Effective November 17, Chicago will be added after a year's lapse. Other markets are being considered. Larry Butner is the timebuyer.

Best Foods Inc.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*
Product: HELLMANN'S MAYONNAISE

This heavy spot radio user is picking up activity again in November employing between 50 and 60 markets. Minute announcements will be used. The campaign is similar to the last one it ran in the summer. Tim McClintock is the timebuyer.

Buitoni Foods Corp.

Agency: *Albert Frank-Guenther Law Inc., New York*
Product.:MACARONI

A three-market campaign using as many as 340 announcements a week in a market started October 20 with the termination date not definite. The markets are Washington, Chicago and New York. Seven stations are being used in Washington and two each in the other cities with announcement lengths including 60's, 30's and 10's. Larry Butner is the timebuyer.

Ceribelli & Co.

Agency: *The Ellington Co., New York*
Product: BRIOSCHI

Radio is figuring prominently in the fall plans for this effervescent preparation. The latest effort is set to begin November 3 and 24 and run for nine weeks in 16 markets east of Ohio. An earlier campaign ran for four weeks in September in about the same number of markets. It is possible that more markets may be added to the present campaign which is using minute announcements. Mary Dowling is the timebuyer.

Chemway Corp.

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*
Product: SENTOR COMPLEXION STICK

A campaign in 25 markets was set to begin November 3 and run for six weeks. Lou Bullock is the timebuyer.

Chrysler Division of Chrysler Corp.

Agency: *Young & Rubicam Inc., Detroit*

The top 75 Chrysler markets used spot radio to promote the new 1959 models (see *Radio Helps Trigger Start for 1959 Cars*, p. 38). From one to six stations in a market have been used in two waves. The first was a teaser campaign from October 17 to 23 using ID's and 20's; the second wave ran from October 24 through November 6 using 60's, 30's, 20's and 10's. In addition, weekend news was used on ABC Radio on October 25 and 26 and November 1 and 2 as well as sponsorship of Eric Sevareid on CBS Radio from October 24 through November 6. Rodney Holbrook is handling the buying in Detroit.

John H. Dulany & Son Inc.

Product: FROZEN FOODS

Spot radio is being employed in a handful of selected markets. The campaign started in late October. In some cases it will run continuously for 52 weeks and in others it will run for 13 weeks. Vince DeLuca is the timebuyer.

Esso Standard Oil Co.

Agency: *McCann-Erickson Inc., New York*
Product: GAS AND OIL

A weekend campaign to reach the motorist is under way in 20 markets. It was set to begin October 25 and run for six weeks. This promotion has special significance because it is on weekends during the cool weather. Esso previously has used weekend radio in the warmer months. Dick Branigan is the timebuyer.

Fanny Farmer Candy Shops Inc.

Agency: *Rumrill Co., Buffalo, N. Y.*

Pre-Thanksgiving and pre-Christmas drives have been set by this candy firm. The first one started September 27 and runs until November 8; the second drive is set to begin November 28 and run until December 6. Richard Shepard, director of radio-tv, is handling the buying.

Ford Motor Co.

Agency: *Foote, Cone & Belding, Chicago and New York*
Product: EDSEL

About 150 markets are being used in a four-day introductory drive for new models. The campaign was set to run from November 7 through November 11. Genevieve Lemper is handling most of the buying in Chicago while Dick Pickett and Nate Rind do the buying in New York, which is handling between 50 and 60 of the markets.

(Cont'd on p. 12)

for memphis time buys
WHBQ appoints EASTMAN

WHBQ

HAS INCREASED ITS AUDIENCE BY 132% IN ONE YEAR TO ATTAIN ITS PRESENT DOMINANT POSITION IN MEMPHIS!

Hooper: Aug. — Sept. 1957 to Aug. — Sept. 1958

robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N. Y.
PLaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760

(Cont'd from p. 10)

Ford Motor Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: MERCURY

A six-week campaign to introduce the new models gets under way November 10 in 70 markets. Minute announcements will be used almost exclusively. George Simco is the timebuyer.

General Cigar Co.

Agency: *Young & Rubicam Inc., New York*

Product: WHITE OWLS

A campaign that will run until Christmas has started in 25 markets. In some areas it started as early as September 22. The drive will conclude December 23. Minutes and 20's are being used. Tom Viscardi is the timebuyer.

Kelvinator Division of American Motors Corp.

Agency: *Geyer Advertising Inc., New York*

Product: APPLIANCES

A major spot radio effort is scheduled to get under way this month in major markets. Betty Powell is the timebuyer.

Kiplinger Washington Agency Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

Product: KIPLINGER CHANGING TIMES AND NEWSLETTER

A combination spot and network campaign is being used to promote these two publications (the former a monthly magazine and the latter a weekly newsletter). The company is in 75 markets on a continuing spot basis. The network portion includes: NBC Radio's *Monitor* using two quarter hours each on Saturday and Sunday; two quarter hours on CBS Radio at 8:15 a.m. and 6:15 p.m. on Saturday, and four quarter hours on ABC Radio at 8:15 a.m. and 9 a.m. on Saturday and 9:05 a.m. and 6:30 p.m. on Sunday. For most of its radio advertising, the firm uses 15-minute shows based on the editorial content of the publications. Larry Butner is the timebuyer.

Liebmann Breweries Inc.

Agency: *Foote, Cone & Belding Inc., New York*

Product: RHEINGOLD BEER

Last summer's beer strike in New York compelled this company to drop its radio schedules in Massachusetts and Rhode Island because of budget considerations. Word from the agency indicates that these schedules will be picked up again in January at the start of the new year. Pete Bardach, broadcast supervisor for Rheingold, is handling the buying.

The Nestle Co.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: DECAF COFFEE

Not a regular user of radio, this product is trying the sound medium in about six markets. The campaign started October 22 and will run for four weeks. Dorothy Medanic is handling the buying.

Pierce's Proprietaries Inc.

Agency: *Emil Mogul Co., New York*

Product: DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

A six-month campaign on 60 radio stations across the country was launched in mid-October (see *Time Buys*, October 1958). Minute electrical transcriptions are being used. Joyce Peters is the timebuyer.

Prentice-Hall Inc.

Agency: *Albert Frank-Guenther Law Inc., New York*

This publishing firm is promoting its new book, "Low Fat Way to Health and Longer Life," in 15 selected markets. The campaign features 15-minute programs using one or two stations in a market. Larry Butner is the timebuyer.

Royal McBee Corp.

Agency: *Young & Rubicam Inc., New York*

Product: ROYAL TYPEWRITERS

The company will run a radio campaign for the first time on a major basis. It is set to start in November and run until Christmas in major markets. Lorraine Ruggiero is the timebuyer.

Scott Paper Co.

Agency: *J. Walter Thompson Co., New York*

Product: SCOTKINS

A special Thanksgiving campaign is set to run in more than 30 markets for six days beginning November 19. Saturation schedules comprising 20's and 10's will be used. Markets are: Minneapolis; Buffalo, N. Y.; Providence, R. I.; Seattle; Houston; Cincinnati; San Francisco; Pittsburgh; St. Louis; Washington; Cleveland; Baltimore; Dallas; New York; Chicago; Los Angeles; Philadelphia; Detroit; Boston; Milwaukee; Kansas City, Mo.; Louisville, Ky.; Hartford, Conn.; Miami; San Diego; New Orleans; Indianapolis; Portland, Ore.; Atlanta; Denver; Norfolk, Va.; Columbus, O., and Richmond, Va. Marie Barbato is the timebuyer.

Studebaker-Packard Corp.

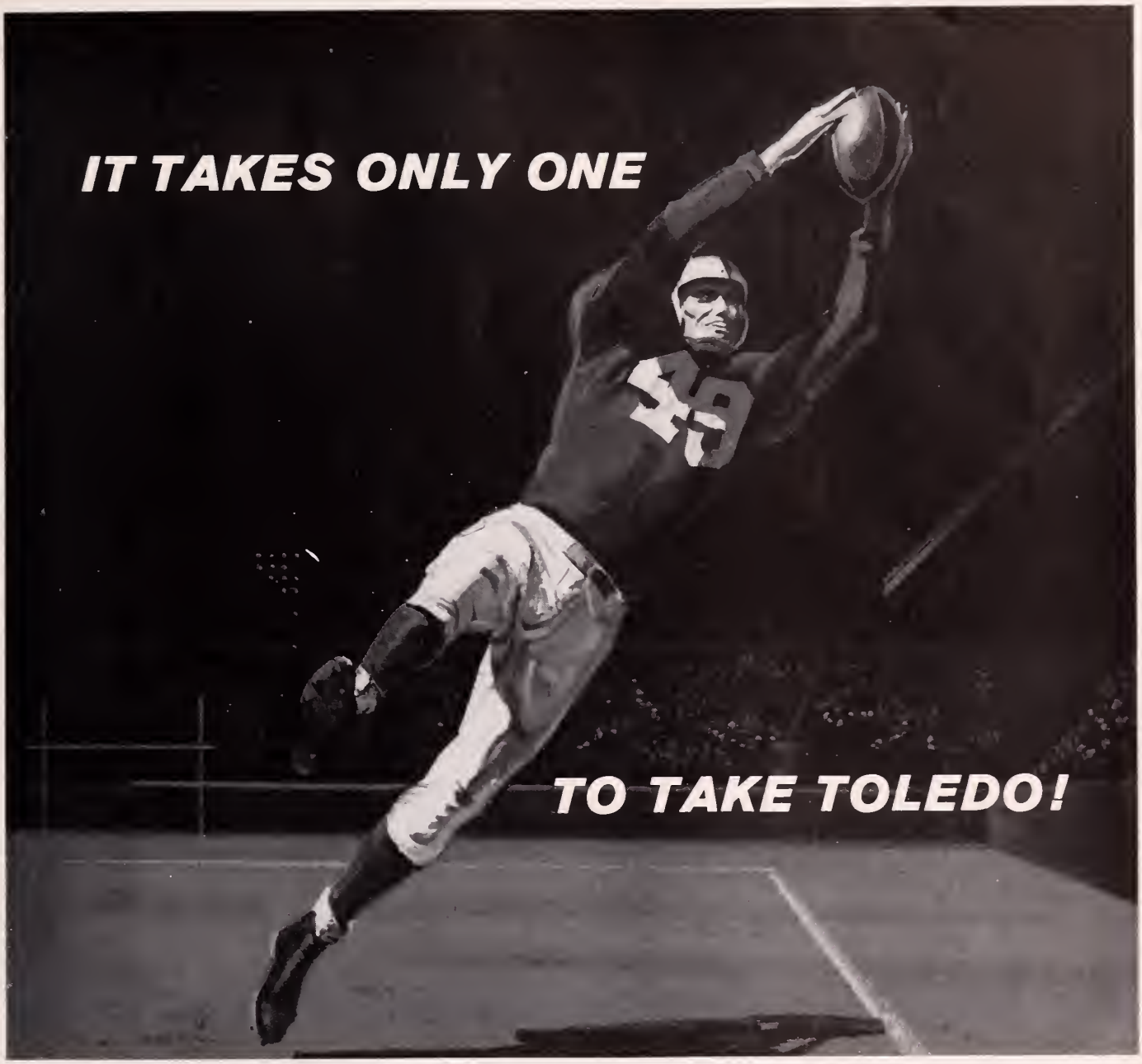
Agency: *D'Arcy Advertising, New York*

A combination network and spot campaign is being used to introduce the new Studebaker. Starting date is tentatively set for November 10. The network portion includes all four national webs. The spot portion will run for two weeks in 25 to 30 markets using 60's and 30's. Jim Marino is the timebuyer.

Tuborg Breweries Ltd.

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*

This Danish import is testing radio in two or three west coast markets. The campaign runs for eight weeks, having started in mid-October. A total of seven stations (both am and fm) is being used. Vince DeLuca is the timebuyer.



SPeeDy's dominance in Toledo is dramatically demonstrated with the station's receiving the highest morning Hooper rating in its 37 years of operation—56%!* Top **listeners' acceptance** coupled with an all-time high in **customer acceptance** reflect WSPD's forward march to give you more mileage for your dollar.

This leadership has been created through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By all measurements, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your KATZ man for details. **Aug.-Sept. Hooper*

"Famous on the local scene"

WSPD

SPeeDY

NBC RADIO *in* **TOLEDO**

Storer Broadcasting Company

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

results

Products sell on Bartell Family Radio because programing is pointed toward results. Audiences are kept alert and responsive by the wonderful games for family fun—a built-in results producer! No passive listening here. But a constant panorama of excitement, companionship, intelligence—packaged with show-, manship, scholarship salesmanship.

Biggest audiences, richest audience composition are by-products of researched radio.

Bartell Family Radio is your must-buy for BUYERSHIP, for sales results.

Bartell It... and Sell It!

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

washington

FCC Denies Daytimers' Time-Extension Request

There were three major points upon which the FCC denied the long-standing petition by the Daytime Broadcasters Association for longer daily operating hours. In turning down the request, the six participating commissioners claimed that (1) interference caused by the extension would curtail service of certain clear channel outlets, (2) service to rural areas would be practically lost because an extension of daytimers' on-air hours would, for all practical purposes, mean the end of all clear channel secondary hours and (3) an interference problem with stations outside the U. S. would arise if daytime hours of operation had been extended. The decision also declared that only a small portion of a daytimer's area would be served by the station operating during non-daytime hours, resulting in an actual limitation of broadcast service.

Dorn Plans Newsman-Immunity Bill

Even while Congress is in official adjournment, legislation plans that will affect broadcasting in the 86th Congress are taking shape. A bill giving newsmen the legal right to withhold their sources of information will be introduced by Representative Francis Dorn (R-N. Y.) early in the first session of the 86th which convenes in January. Motivating Representative Dorn's decision to sponsor the bill was a contempt citation against Marie Torre, columnist for the New York *Herald Tribune,* who refused to name a CBS executive who supposedly furnished her quotable material used in her column.

FTC Clamps Down on Phony Pricing . . .

An intensified drive to get prices advertised on radio and in other media back on a track more compatible with the truth has been given the go-ahead at the Federal Trade Commission. A concrete nine-point plan for studying commercial copy has been handed to the FTC staff.

. . . Two Major Instructions Are Provided . . .

Among the instructions which accompanied the new guide: (a) Excerpts of ads are not of primary interest — ads should be considered in their entirety and (b) even an indirect attempt to mislead the consumer will be considered grounds for a charge of deceptive pricing. FTC Executive Director Harry Babcock stated that he hopes the new guide will "educate advertisers on what the law requires and . . . encourage the widest co-operation on a voluntary basis."

. . . Nine-Point Guide For Evaluating Copy . . .

Advertised merchandise must now meet the following tests at the FTC: (1) A reduced price must apply to a specific article — not a similar one; (2) when an article has been artificially marked up, it cannot be advertised for sales at a reduced price; (3) comparative prices for comparable merchandise are acceptable only when a claim is clear that the ad refers to comparable merchandise and not the former price of the merchandise to be sold; (4) advertised sale prices must be less that the usual retail price; (5) claims that two articles may be purchased for the price of one will pass the FTC only if the actual price of the two is the seller's usual

These personalities really sell on **WIBB** *Macon, Georgia*

Big Saul

Hampton "The King" Swain

Ray "Satellite Papa" Brown

WIBB is tops in Negro programming in Macon, with 1,000 watts and a good signal in all middle Georgia towns. It originated Negro programming in Macon over nine years ago, and has top rated Negro personalities. **Latest Negro Pulse,** July-August 1958, 6 A.M.-12 Noon, 39% share of audience; 12 Noon-6 P.M., 40% share of audience.

WIBB
Macon, Ga.

Represented by Walker-Rawalt Co., Inc., Dora-Clayton Agency

WMAY

IS

NO. 1

SPRINGFIELD, ILL.

FIRST ALL DAY
IN EVERY WAY

FIRST PLACE—
HOOPER (Apr.-May 1958)
All day—7:00 AM-10:30 PM Average

FIRST PLACE—
PULSE (Sept. 1957)
With first place every ¼ hour from 7:30 AM-6:00 PM

FIRST PLACE—
NIELSEN NCS #2
And 4th in entire State of Illinois excluding Chicago

•

LOCAL AND NBC NEWS
AROUND THE CLOCK

•

24 HOURS A DAY

•

WMAY
Springfield, Illinois
970 KC.
1000 WATTS, DAY—500 WATTS, NIGHT
Represented by John E. Pearson Company

price for one; (6) if special penny sales are contingent on other purchases the ad must make that clear; (7) factory or wholesale price claims are not acceptable unless the merchandise is actually sold for that amount; (8) an article may not be tagged with a price that exceeds the usual retail figure, and (9) unless it is made clear that "perfects" are higher in price, imperfect or irregular merchandise may not be advertised at comparative prices.

. . . And Elsewhere The FTC Sounds Off

In still another area, the FTC through Chairman John W. Gwynne took a firm stand recently. At a meeting of the Federal Bar Association in Washington — attended also by Representative Orin Harris (D-Ark.), chairman of the Legislative Oversight Subcommittee—Chairman Gwynne spoke up in harsh language on the shortcomings of certain "congressional inquiries."

Among Chairman Gwynne's observations: "There seems to be a growing tendency to look upon the commission as simply a creature of congress to support the views of certain committees. . . . This is having some bad results. These committees tend to become rallying points for disgruntled litigants. . . ." He also charged that the inquiries were more intent on making headlines than establishing the truth and that the hearings were neither impartial nor objective.

FCC Updates Political Broadcast Guide

As the election year moved into high gear, the FCC had issued to all station licensees a guide for political candidates. Purpose of the booklet is to assist broadcasters in dealing with the thorny problems which arise on broadcasts by candidates for public office covered in the much-debated section 315 of the Communications Act.

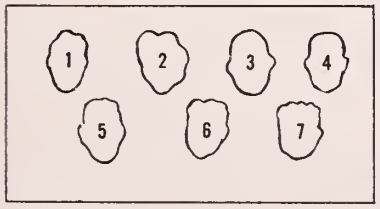
The guide was first published four years ago. The present revision includes 19 interpretations which the FCC has considered since its original publication.

NO ET'S PLEASE!

. . . of course we'll accept your ET's—but the way our men and women sell you're far better off sending us a **fact sheet.** At **WHAT** you are never lost in the shuffle — your commercial always gets "personalized sell" from every dynamic member of our team. Our job is to sell your product — not merely advertise it. That is our only purpose . . . we accept the responsibility.

Our potency for you in America's THIRD LARGEST NEGRO MARKET — 600,000 — is further enhanced by . . .

1. Average actual delivered cost-per-thousand listeners — less than 25¢ for typical ROS advertisers!
   C/P/M figures based on latest Pulse reports not projected beyond Pulse reporting area.
2. Comprehensive "custom-designed" in-store merchandising plans.
3. Total adult programming 24 hours a day.



1. **BILL CURTIS**
   6 to 10 AM & 5 to 7 PM
2. **LOUISE WILLIAMS**—Gospel Train
   Sunday 6 AM to 12 Noon
3. **MARK HYMAN**—News Analyst
   5 shows daily
4. **"BONNIE PRINCE"** Charlie Geter
   Sunday 12 Noon to 6 PM
5. **EMORY SAUNDERS**
   9 PM to 1 AM
6. **PORTIA PERRY**
   10 AM to 12 Noon & 8 to 9 PM
7. **LLOYD "FATMAN" SMITH**
   12 Noon to 5 PM

Let us go to work for you.

WHAT AM FM

PHILADELPHIA 31, PENNSYLVANIA

Call STARS NATIONAL INC. New York, Plaza 8-0555 • Chicago • Dallas • Los Angeles • San Francisco

IT'S OK

IF ADVERTISED ON

KAOK

In Lake Charles, KAOK is the only radio station that has o Negro personality progromming to the Negro. It reaches this untapped source of odded soles ot o low cost. And you get a plus . . . o large consumer oudience in the areo . . . with selling personolities on the air . . . unsurpassed by ony other personality. Check this fast growing morket . . . Check this source of added soles potentiol. Check the low cost.

KAOK con be bought in a group with a multiple discount that mokes it the economicol buy of the oreo.

A Member of the OK Group
Reaching 1,500,000 Negroes

Stars National Inc.

1ST Latest Pulse (Negro Market)

Every period surveyed!

100% NEGRO PROGRAMMING

Metropolitan Area

35.4% Negro!

The Only All-Negro Programmed Station in
COLUMBUS, GEORGIA

WCLS

Chorlie H. Parish, Jr., Gen. Mgr.
Contact:
Natl.—Wolker-Rowalt
South—Dora-Cloyton

the *Silver Mike*

THIS MONTH:

ROBERT L. FOREMAN

Executive Vice President
Batten, Barton, Durstine & Osborn Inc.

'Radio Best Achieves Two Prime Goals of Media Buying'

"The most important things in media buying are flexibility and frequency. Nowhere can you achieve these two goals better than in radio."

Thus does Robert L. Foreman, director, executive vice president and chief of all creative services at BBDO, New York, describe "the medium that we almost forgot during the holocaust of the advent of tv. Two years ago," he confides, "we realized that radio had never gone away; we had left radio. Since then, with a large and tremendously increasing radio budget for both spot and network, we are continually seeking new and better ways of tailoring radio commercials to fit advertising problems."

Mr. Foreman began writing radio copy soon after joining BBDO in 1939 as a trade copywriter in print. Soon he was put in charge of the radio copy department—and in 1948 at the age of 32 he was made a vice president. In February 1955, he was elected to the board of directors and in 1957 was made executive vice president in charge of the agency's plans board.

"Memories of radio in the early 1940's are of the comparative wonderment of recording studios—jingles, sound effects, sonovox—and of fun for pay," Mr. Foreman reminisces. "Today all the creative savvy that went to make voice, sound and music unbeatable selling tools in those days—drained for a while by tv—is back at work for radio."

The students of radio advertising, Mr. Foreman states, will determine its future. "We must discover new ways of using radio," he declares. "We must apply new skills and create news ways of implementing the great virtues of the medium."

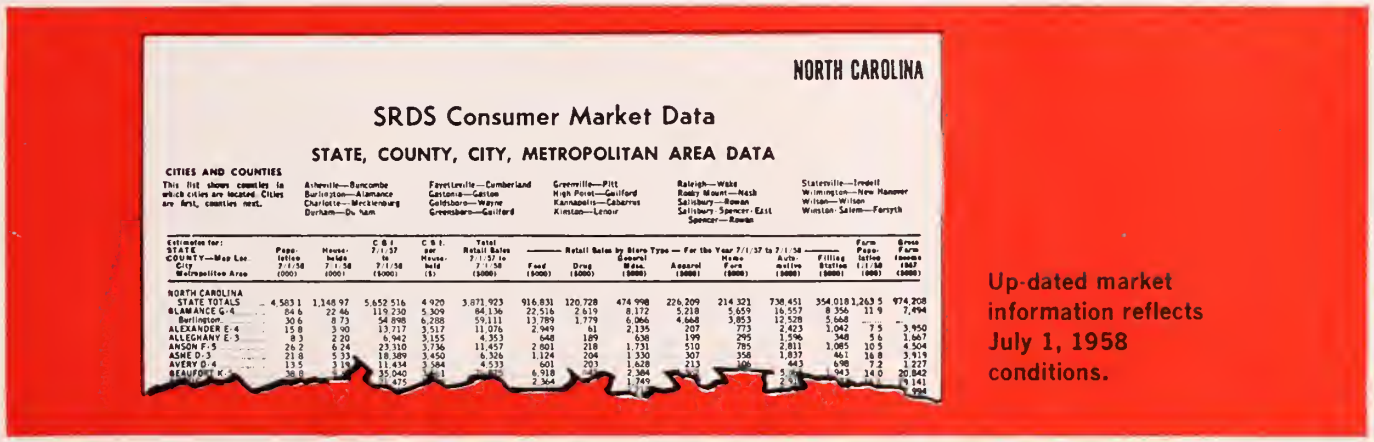
These virtues, he notes, are radio's low cost, flexibility and its ability to offer frequency to advertisers. "They spell a huge future for the medium."

In his present position as chief of all creative services for BBDO, Mr. Foreman supervises all copy, art, tv and public relations—as well as radio. From this vantage point, he is able to compare results obtained from all media. "And I can tell you," he says, "that we have many sales successes directly and solely attributed to radio, especially among our limited budget products."

As well as being an executive and a creative member of the agency team, Mr. Foreman is a student of advertising and broadcasting. His second book on broadcasting, and his first novel, was published recently by Criterion Books. Called *The Hot Half Hour,* it deals with quiz shows which have coincidentally hit the headlines recently.

Mr. Foreman is married to the former Betty Nevins of New York City, and they have three children—Patricia, Betsy and John. He is an avid hunter, fisherman and theater goer. He and his family live in Weston, Conn. • • •

new up-dated Consumer Market Information in November SRDS



Every six months — November and May — SRDS revises the market data that appears in its regular monthly issues. It presents new and complete market information on populations, households, consumer spendable incomes and retail sales... all by states, counties and metropolitan areas.

SRDS November issues carry up-dated statistics reflecting market conditions as of July 1, 1958. Now all SRDS users can spot significant changes in the marketing scene that may influence their market and media recommendations and decisions.

Who uses SRDS Market Data and Media Maps

Here are the highlights of a survey made among 301 agencies with a media-buying potential of $3 billion annually:

93% use SRDS Consumer Markets sections; 90% use the media maps.

All agencies billing $5 million and over reported use of SRDS Market Data.

All agencies billing $10 million and over reported use of SRDS media maps.

Uses mentioned most often were:

Evaluating markets
Establishing sales quotas
Selecting and recommending specific markets
Evaluating media coverages

Accessibility and convenience prompt wide use

One reason for the widespread use of SRDS Consumer Market Data is, of course, that it is especially compiled for use by advertising professionals in market evaluation and coverage analysis. But the real secret is that the market information and media maps are right in the SRDS books themselves, every month. Here they are instantly accessible to anyone who at anytime gets into the selection of markets and media. In the same place many media regularly present useful market and media coverage information in their Service-Ads.

SRDS
Standard Rate & Data Service, Inc.
the national authority serving the media-buying function
Walter E. Botthof, *Publisher*
1740 Ridge Avenue, Evanston, Ill., Davis 8-5600
Sales Offices – Evanston, New York, Los Angeles

New SRDS service feature

TV and radio household data now in SRDS, effective with current issues.

LETTERS TO THE EDITOR

Confirmation

Congratulations on your article, *Is Spot Breaching Non-Driving Hours?* (October 1958). This confirms to me that any agency with a healthy spot radio budget for a client should position the announcements throughout the day and evening. After all, most radio salesmen have been forever repeating that the pay off in radio is "In the Cume," and this surely is one solid way to deliver a mass audience.

John J. Ennis
V. P. and Media Director
Bryan Houstan Inc.
New York

Accurate Data

Alaska: Land of Opportunity for Radio and Sponsors, which appeared in your September issue, has found a particularly fine reception at both agencies and the clients. What made the article so welcome was its emphasis on accurate data.

Many of the simplest truths about the Alaskan market, which happen to be very important to someone planning an advertising campaign, are succinctly stated. Indeed after several re-readings, I'm amazed that the writer was able to include so many important facts, in so interesting a manner, in such a limited space. Several agency people have commented to us along those lines.

Arthur Gordon
Sales Manager
National Time Sales
New York

Agency Needs

According to the Editorial Index for your first year of publication (October 1958), please send me the following reprints: Liller, Neal, Battle & Lindsey's Colonial Store Success (May); wholesale grocery use (March); local-regional program innovations (March); programming formats (May); local programming (November 1957); MBS news format (December 1957); chain store merchandising (July); Local promotion: Civics or Gimmicks (October 1957), and Grand Ole' Opry contest (August).

H. Lesseraux
President
H. Lesseraux Adv. Agency
Philadelphia

Please send reprints of the following listed in your annual Editorial Index: home builder (February, April), ranch homes (July), realty company (November).

Rudy Simans
Stane & Simans Adv. Agency
Detrait

We plan to contact the banks in our area and feel that the information in your article, *Banking on Radio* (February 1958), would be most valuable. Would it be possible to either receive a copy of that issue or the feature itself?

Cy McCormick
Manager
KDIO Ortanville, Minn.

For Permission

As participants in the Community Club Awards program, we should like your permission to reproduce your excellent article on CCA (August 1958). We are planning a second CCA cycle and feel that this article would be fine material to include in the sales brochure we are now preparing.

Ted Beebe
Praductian Manager
KSON San Diega, Calif.

Anniversary

Congratulations as you complete a magnificent first year, and best wishes for continued progress.

Larry Schwartz
President
The Wextan Co.
New York

Seems like more than just a year's worth of good material from U.S. RADIO. Congratulations on your first anniversary from all of us at KYW.

Janet Byers
Advertising Pramatian Mgr.
KYW Cleveland

Heartiest congratulations to you and your staff on your first anniversary. Today's radio demands ideas, and everyone at KSO radio depends on U.S. RADIO to help us sell creatively.

Tony Moe
President and G. M.
KSO Des Maines

Congratulations on a perfectly wonderful first anniversary issue.

James M. Kiss
Promotian Director
WPEN Philadelphia

It's a Matter of Reach

when you want to score in the St. Louis market. KMOX Radio reaches farther, penetrates deeper than any other station in the Mid-Mississippi Valley. "The Voice of St. Louis" builds its massive cumulative audience with strong diversified features . . . features never relegated to the role of background accompaniment. Cardinal baseball, college football, college and professional basketball, local personality features, comprehensive news coverage, and award-winning public service features PLUS the CBS Network line-up command attentive listening for both program content and commercial messages. Through diversified programming, KMOX reaches more homes daily than any other two St. Louis stations combined . . . 81.3% of the radio homes in the area in just one week.* When you're looking for scoring power in St. Louis, send in the first team . . . KMOX.

*Most Recent Pulse Cumulative Unduplicated Audience Study

CBS Radio
Represented by CBS Radio Spot Sales

KMOX RADIO
THE VOICE OF ST. LOUIS

There is no more complete list of blue chip advertisers in Philadelphia Radio.

Father John's Medicine • Morrell-Felin
Pabst Blue Ribbon Beer • Humphreys • Blue Coal
Parks Sausage • Black Draught • Creomulsion
Contadina • San Giorgio • BC Remedy
Scott's Emulsion • Roma Wine • Dulany Frozen Foods
Budweiser Beer • Nadinola • United Fruit • Esso
Italian Swiss Colony Wine • SSS Tonic • 666
Rem • Krey • Sulfur 8 • Continental Baking
Tetley Tea • Carolina Rice • Ceresota Flour
Washington Flour • Camels • Artra • Bromo-Quinine
Booth's Beverages • Lucky Strike • Vaseline
Boscul Coffee • Lipton • Wrigley's
Carnation Milk • Coca-Cola
Blue Cross • Bell Telephone
Strawbridge & Clothier
John Wanamaker
Pennsylvania Saving Fund Society
Arrid • Gillette
Sun Oil • Stanback

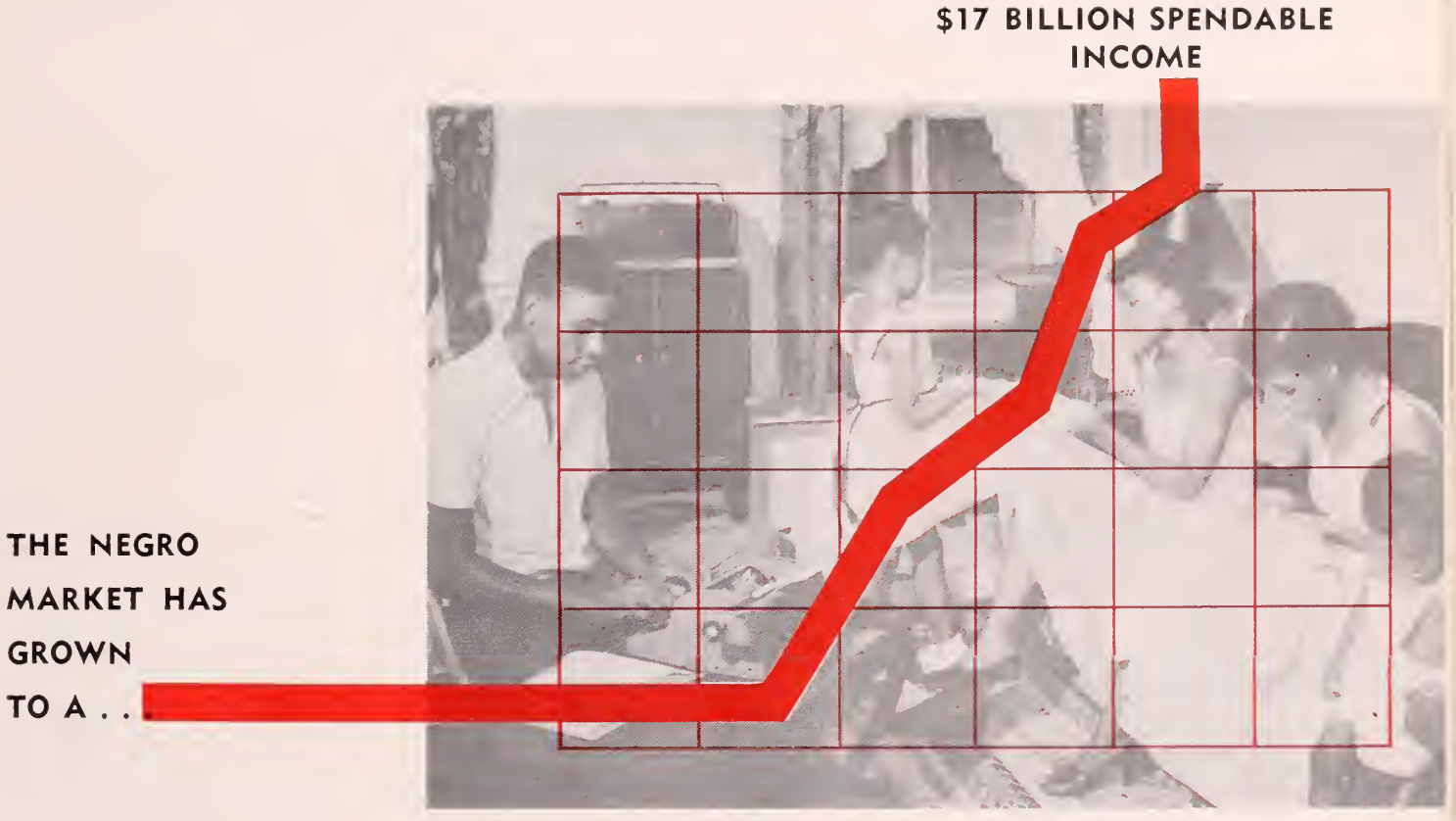
WDAS

***Belmont Ave. and** Edgley Rd., Phila. 31, Pa.*

National Representatives:
John E. Pearson & Co.
National Sales Manager
Alex Klein

Ever since Negro listening has been measured in Philadelphia, WDAS has always been the top-rated Negro Pulse station . . and WDAS HAS MORE NEGRO PULSE QUARTER HOUR FIRSTS THAN *ALL* OTHER STATIONS IN THIS AREA COMBINED.

Absolutely no other advertising medium in Philadelphia can deliver the specialized Negro Market proof-of-performance merchandising available to WDAS advertisers. The WDAS Negro Market Merchandising Department is the first, and only, full-time, fully staffed department in Philadelphia offering participations in Food Fair Stores, Best Markets, Philadelphia Association of Retail Druggists and WDAS Spot-lite Superettes. This comprehensive merchandising program ranges from point-of-purchase "WDAS APPROVED PRODUCTS" through to finished detail reports.



Negro Radio Tells Its Story

- **The Market**
- **Problems**
- **Sales Story**
- **Merchandising Plusses**
- **Programming**
- **Community Relations**

In the 13 years since the close of World War II, the Negro market has grown in population, purchasing power and status. Kin to this phenomenon has been the development of specialized media to appeal and cater to this audience that represents the purchasing needs of about 18.5 million Negro Americans.

Most of this has happened in the past decade. And radio has played a role second to none in the shaping of this specialized approach to the marketing and selling of goods and services. From swaddling clothes has emerged full grown a radio service that cumulatively reaches the entire

negro radio

fast-changing, high-spending Negro market.

According to a U. S. RADIO survey, more than 550 radio stations in the U. S. program either full time or part time to the Negro audience.

The average number of hours of Negro programming carried by full-time stations is 116 hours weekly ranging from a low of 91 to a high of 162 hours a week, according to replies from stations. Those stations that program in part to the Negro audience average about 34 hours a week, ranging from a low of a half-hour a week, or less than one percent of the total program schedule, to a high of 61 hours, or between 50 and 60 percent of the weekly schedule.

The Market

The most important filip to the growth of Negro radio in the past decade has been the social and economic improvement of the status of the Negro American.

One of the significant developments has been the movement of the Negro from agriculture into industrial occupations creating a shift in population in favor of urban areas. Today, more than 87 percent of the 4,731,000 Negro households are urban or non-farm, according to Dr. Frank Davis, research director of *Ebony* magazine.

He states that since 1940 the proportion of Negroes engaged in non-agricultural employment has risen from 57 percent to 85 percent. Manufacturing now accounts, he says, for almost a third of all employed Negroes compared with only a sixth in 1940. The construction, government, trade and finance fields have likewise seen the proportion of Negroes employed double and in some cases triple, Dr. Davis states.

All this has produced a Negro market that represents approximately $17 billion in spendable income.

In examining this market, Radio Advertising Bureau has found that like most American families, Negroes own more than one radio set with listening concentrated in bedrooms, living rooms, kitchens and automobiles, in that order. Moreover, RAB finds that nearly all Negroes listen to the radio during the course of the week.

The new purchasing power of the Negro in cities is illustrated in a 1955 survey by the Department of Agriculture. The average income of Negro households in cities under 50,000 is $2,103. However, in cities between 50,000 and 250,000 population, the average income is $3,303. And in cities of 250,000 population and over, the average income of Negro households is $3,453.

The significance of this new purchasing power can be shown by the fact that 74.5 percent of Negro households in urban areas are located in cities of 50,000 and over, and that 47 percent are located in cities of 250,000 and over.

What this means to the national advertiser is that $11.6 billion or 67 percent of Negro purchasing power, states Dr. Davis, is concentrated in cities of 50,000 and over.

In addition to the fact that the total Negro population has been on the upswing (18.9 percent increase from April 1950 to July 1957 compared with a 12.6 percent jump in the white population for that period), the movement from the farm to urban areas has further meaning. This shift has brought about not only a demand and need for more and varied products and services, but also a desire for different items.

Such things as a change in use from fresh vegetables to the frozen variety, or the switch from mixing one's own flour to buying prepared flour mixes are cited by Dr. Davis as representing the important changes from farm dwelling to city living.

There is at least one more point that has vital bearing on the economic status of the Negro market. The level of consumption and purchase of goods and services is at an

Super market displays by WWRL New York tie in station personalities with merchandising.

"Sunny Jim" of WAMO Pittsburgh encourages youngsters to use energies for sports as part of station's community relations program.

In-store displays are created for advertisers by WDAS Philadelphia. Left, are one week's suggested "features" at a local super market.

extremely high rate in all income groups. A 1957 survey by the University of Pennsylvania reveals that the Negro family spends at the *rate* of 20 percent more for clothing than the white family; six percent more for house furnishings and equipment; 15 percent more for recreation, which includes everything from admissions to phonographs and records to magazines and books; 36 percent more for personal care; 16 percent more for tobacco, and 35 percent more for alcoholic beverages. The latter rate of expenditure, of course, is primarily academic as far as radio is concerned with only beer and wine advertising heard on the airwaves.

The Problems

The past few years have been relatively "fat" ones for specialized Negro radio. Although in actuality it really is just beginning to see substantial acceptance by advertisers,—national, local and regional. The growth of Negro radio, as has already been pointed out, has parallelled the enhancement of the Negro's position during the past decade.

Some of today's successful multiple-station operations such as the Ebony group did not get started until 1954. In fact, to show how relatively new this field is, Ebony's head man, John McLendon, was attracted to radio about that time from the super market business.

The chief problems that Negro radio has today are an outgrowth of this relative newness. They are chiefly two-fold:

- Convincing the advertiser that the Negro market is economically strong with a high degree of purchasing power for all range of products and prices.
- Convincing the advertiser that the best way to reach this market is through a specialized medium with a loyal following.

"The greatest problem in selling Negro radio," says Jules Paglin, president of the OK Group, "is to prove to the advertiser that all of the other things that he does in the white market does not have any impact, or very little impact, on the Negro market. The advertisers feel that they reach them through regular schedules and, therefore, are reluctant to appropriate additional money for a specific minority group.

"However," Mr. Paglin continues, "we are constantly accumulating information to prove that the Negro has felt little or no impact in the past 20 years from the advertising of national advertisers in general media. We also can now prove that the Negro market is different and that Negroes respond more quickly to radio."

A similar stand is taken by Harry Novik, general manager of WLIB New York, who emphasizes the loyal following these specialized stations have. Mr. Novik, whose station programs 75 hours of Negro programming a week (87.5 percent of the total schedule), states that his operation's biggest headache is "trying to convince account executives and timebuyers that you cannot cover the city's Negro population by just buying 'radio stations.' The advantage of buying stations that are programming to the Negro people," he states, "is that these stations have consistently shown the largest ratings amongst Negroes. We are able to prove that more Negroes listen to these stations and have confidence in them because the stations are programming to their likes and preferences and are telling them on the news programs of problems they are personally interested in.

"More and more agencies," Mr. Novik states, "are realizing that Negroes want and have been buying quality merchandise."

Some of the economic myths about the economic level of the Negro are exploded in material prepared in booklet form by Rollins Broadcasting Co., which operates seven stations. In question and answer form, submitted by Tim Crow, general manager of WAMS Wilmington, Del., the following is an example of the material:

Q. "Isn't it true that the Negro's needs are simple? The Negro only wants a bite to eat . . . a place to sleep?"

A. You may still be living in the dark ages. The segregation-integration question, which is today a part of our lives, has been brought about principally by the great desire for education among Negroes. Better homes, better jobs, better living conditions, more luxuries are the constant desire and goal of most Negroes, the same as of most whites."

For the most part, advertisers in growing numbers are focusing attention on the realities of today's sales problems and are finding that the Negro market is more clearly shaped and identifiable than it has ever been.

"More and more clients," says Stan Raymond, president of WAOK Atlanta, "are realizing that a dollar is a dollar, and the Negroes spend

(Negro Radio Section Cont'd. on page 44)

HIGH RATE OF SPENDING

Item	Percent of Total Consumption		
	Negro	White	% Negro of White
Clothing	13.6	11.3	120.3
House Furnishings and Equipment	7.2	6.8	105.8
Recreation	4.7	4.1	114.6
Personal Care	3.0	2.2	136.3
Alcoholic Beverages	2.3	1.7	135.2
Tobacco	2.1	1.8	116.0

Source: University of Pennsylvania Study on Consumer Expenditures, 1957. Comparison of the proportion of disposable income spent for selected items by Negro and White households.

ON THE RISE

	Negro Population	Total U. S. Population	% Negro
1958 Est.	18.5 million	170 million	10.9 %
1956	17.3 million	166.4 million	10.4 %
1950	15.5 million	150.7 million	10.3 %
1940	12.9 million	131.7 million	9.4 %

Source: Census Bureau, 1940 to 1956.

SHELL Terms Radio

Shell strives for local "touch" with sports broadcasts and personalities (right, Klavan and Finch).

Hopping into the family chariot each morning for his drive to work, John A. (for Automobile) Jones first switches on the ignition — and then? Turns on the radio, of course.

That's when the Shell Oil Co. "tunes in" on an audience well suited to its sales message—the man behind the wheel. Multiply John Jones 37.2 million times (the estimated number of car radios in the U. S.) and you have a rough idea of the potential driver audience Shell aims to reach morning and evening with its carefully scheduled programming of local radio advertising.

The company and its advertising agency, J. Walter Thompson Co., believe radio is suited to telling Shell's advertising story in two respects. First, radio catches the prospective customer while he's "car-conscious" — that is, actively concerned with the performance of his automobile. Second, radio gets top "mileage" from local situations, per-

'Decisive Last Word'

Gas and oil firm invests estimated $1.6 million in medium yearly. Station personalities and sportscasts are preferred for local 'touch'

sonalities and habits—it adapts easily and effectively to any given community.

These two facets—immediacy and adaptability — make radio a major consideration in Shell's advertising budget. At present the company spends annually on radio almost $1.6 million, U. S. RADIO estimates, which is about 15 percent of its total allocation for all media.

"Our radio gets bigger each year," D. C. Marschner, sales promotion and advertising manager of Shell, reveals. A major portion of this expenditure is for national spot with the remainder going to local co-op with dealers and distributors. About 115 radio stations are involved in the spot buy, while the co-op arrangement accounts for approximately 300 outlets.

"The media plan for Shell employs each of five media as a building block to fill out the over-all Shell advertising objective," explains Philip Birch, associate media director for J. Walter Thompson. "Because our product is naturally aimed at the automobile driver, two of these media—outdoor and radio—are particularly valuable because they sell at the time our potential customer is actually driving.

"Of the two, outdoor advertising serves as a visual reminder of our product. Radio, on the other hand, is the one medium through which we can tell our *full* sales story to the driver at a time when he's aware the engine is knocking or the gas gauge is dipping toward 'empty'—radio is the decisive last word in persuading the motorist to see his local Shell dealer *now*."

Shell and its agency have organized an advertising program on a decentralized basis matching Shell's 18 geographical sales divisions. A company advertising representative is attached to each division and, in cooperation with a field representative from JWT, works closely with local dealers and media to achieve maximum effectiveness for each advertising dollar spent. At the national level, Shell uses a formula which enables it to allot the advertising budget over all divisions in a manner that takes into account such factors as sales potential, development of markets and problems peculiar to each area.

This set-up gives Shell a well-controlled though widely flexible program that delivers effective localized radio programming.

As part of its media strategy, Shell encourages local media to offer ideas. An example is a program sponsored by Shell over WLW in Cincinnati where traffic congestion is a major local concern. A helicopter flying low over the city during rush hours morning and evening broadcasts periodic reports on traffic conditions on all major thoroughfares. The broadcast voice is that of Arthur Mehling, nationally recognized law enforcement officer of the Cincinnati

Making a personal tour of Shell stations participating in KYA San Francisco's traffic-cast service are (left to right) Bartell Group execs Morton J. Wagner, Gerald A. Bartell and Lee Bartell.

Police Department, who is popularly known as Cincinnati's "hero cop."

"This program of six 30-second announcements during the morning rush and six again during the afternoon rush has become an outstanding civic feature in Cincinnati," Mr. Birch declares. "Where did the idea originate? WLW brought it to us, and we snapped it up — with delight."

The program has been credited with unsnarling several traffic jams to date, and has been so well accepted locally that Shell, says Mr. Birch, turned down a tv program featuring a popular local personality in order to continue broadcasting Cincinnati's traffic-watch. In fact, the company has just "taken to the air" in Miami, too, to sponsor a similar helicopter program on WGBS.

"Our policy of decentralized control in selecting advertising media makes it possible for us to realize just such advantages from local conditions," Ed Harvell, Shell's head office representative for radio and tv, emphasizes. We here in New York can't keep a close check of all the programming arrangements at various stations. We rely on local people to tell us that a particular station does a particular job."

And Shell is mighty "particular" about a lot of incidental details related to its radio time. In directing its advertising primarily at men, the company is naturally concerned with the "climate" it buys along with its spots or programs. The number of commercials permitted in a 15-minute interval, the personality of the station, the type of listeners as well as the number — all are important considerations for Shell and JWT.

"Our company produces a quality product and we are quality-conscious in every respect," Mr. Harvell states. "We look for 'good music' stations, news stations and radio personalities with an adult following." In New York, for example, Shell participates in the Klavan and Finch morning show and the William B. Williams *Make Believe Ballroom* evening program on WNEW. "And we ourselves," he asserts, "never use more than two 1-minute announcements in a 15-minute period."

Gasoline, oil and other Shell items are definitely "masculine-type" products, both the company and JWT feel. Even when the "missus" drives the car, it is felt, she defers in most cases to a man's recommendation on which brand to buy or which dealer to patronize. That's why Shell's radio time is keyed primarily to the male audience via news and sportscasts.

For instance, in New York it's the baseball "warm up" and "wrap up" on WMGM; in Dayton, it's the baseball games over WHIO, and in San Francisco it's one-eighth sponsorship of the Giants over KSFO. In Kalamazoo on WKZO, Shell sponsors half the radio time for the University of Michigan football games. The Shell sportscasters, it is interesting to note, are well-known personalities locally.

Detroit, however, bends a keen ear to the news, so Shell has obligingly sponsored a 15-minute news broadcast from 6 to 6:15 p.m. Monday to Saturday for more than 10 years over WJR. ("Shell doesn't change just for the sake of change," Mr. Birch notes. "When we get a good thing, we keep it.")

Programs comprise about 60 percent of Shell's radio time, and spot announcements the remainder. The tendency at present appears to be a swing away from programs, but that all depends on the local situation and varies considerably from one Shell sales division to another.

'Operation First Freeze'

Spots are getting a big seasonal boost in the Southeast this fall because of a promotional campaign being launched there called "Operation First Freeze" — again, a local feature geared to tie in with a local situation. At press time, "First Freeze" may already have made its pitch, touched off by a weather bureau forecast of the area's first blast of winter. The plan calls for high frequency spots over stations in the Mobile-Birmingham-Jackson region to promote Shell-Zone anti-freeze during the first few days of cold weather.

Radio's flexibility permits seasonal usage and timeliness in ways that suit Shell's advertising needs to a TCP. The three major summer holidays — Memorial Day, July 4 and Labor Day—are peak periods for automobile traffic, so Shell finds they're stellar dates on which to peg high frequency radio announcements in well-defined areas throughout the country.

Copy Stresses

Copy for the national spot buy sells Shell gasoline chiefly. Copy used on the dealer co-op arrangement stresses, naturally enough, such local aspects as where's the nearest Shell station, and it's time for a tune-up (or anti-freeze, or the special service the dealer can promote currently to best advantage).

Both types of copy are mainly live, but supplemented with a sizable number of electrical transcriptions. Most of the live copy is in the form of a straight sales delivery, but is written in a conversational tone—keeping in mind that it will be delivered by a local personality who is familiar to the listeners.

The lead-in to the sales message is usually bright and thought-provoking, like: "Remember Ponce de Leon who vainly searched for the Fountain of Youth? Today, he could have found that fountain of youth—not for himself, but for his car."

This one-minute message stresses the cost factor:

The three most costly investments a man makes in his lifetime are his wife, his home and his car. And the car, as one of these expensives items, deserves T.L.C.—the same tender loving care he gives his wife or home. For example, what kind of gasoline are you buying for your car? If you're using an ordinary premium gasoline you're probably not protecting your initial investment. But of you're using Super Shell with TCP, you're a cinch to be getting all the performance you paid for.
You see, Super Shell has the higher octane you need for anti-knock but it also has TCP to add anti-miss to anti-knock. Top additive neutralizes the harmful combustion deposits that cause spark plug misfiring and actually restores 20 to 30 lost horsepower. So give your car the care it deserves. Get Super Shell, the most powerful gasoline any car can use. And TCP adds anti-miss to anti-knock.

"The agency writes the copy, subject to company approval and acceptance," Mr. Harvell states. "Shell controls the technical aspects of it—we're extremely conservative in what we say, deliberately so."

Shell has been making use of radio advertising since the advent of the medium and "we have every expectation of continuing to use it in its highly effective capacity for years to come," Messrs. Birch and Harvell agree.

They further declare that as representatives of the advertiser they have much to gain from quick-witted, creative local stations that have ideas to sell along with their time.

Local Feeling

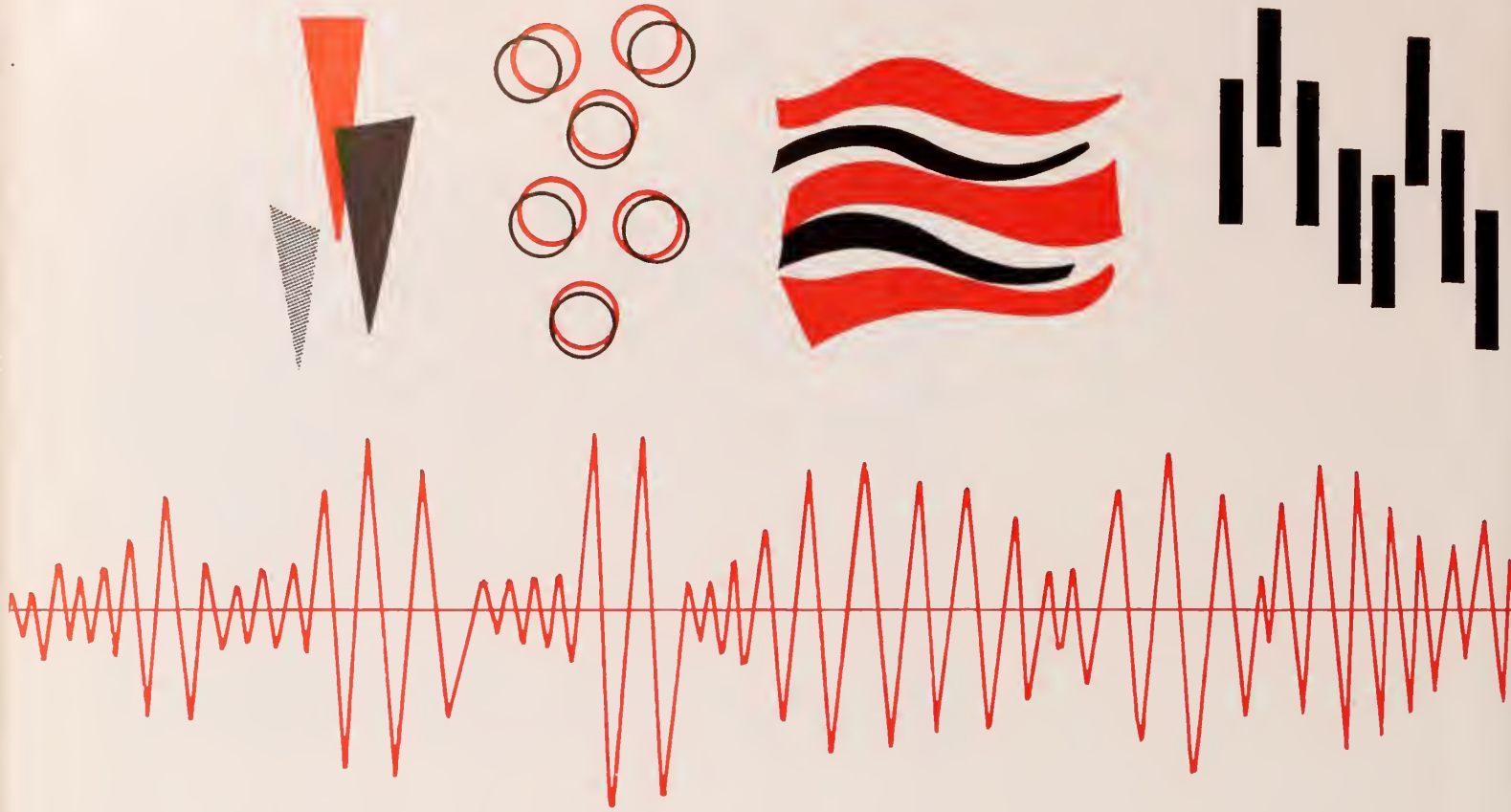
"We look to the station for ideas, just as we look to ourselves," they say. "We use rating services, too, but we find that the local 'feel' can often be more significant for us than the statistics provided by ratings."

The prime goal for Shell, they emphasize, is the radio station that knows how to catch the local ear. John A. (for Automobile) Jones buys Shell at the corner of Main and Cherry, not on Madison Avenue —a fact that the company and JWT both keep firmly in mind. • • •

Philip T. Birch, JWT assoc. media dir.

D. C. Marschner, Shell advertising mgr.

Ed Harvell, Shell radio-tv representative.



A Sound For Every Image

Research into the portrayal of sound in radio reveals that for every mental image or concept there is a suitable sound

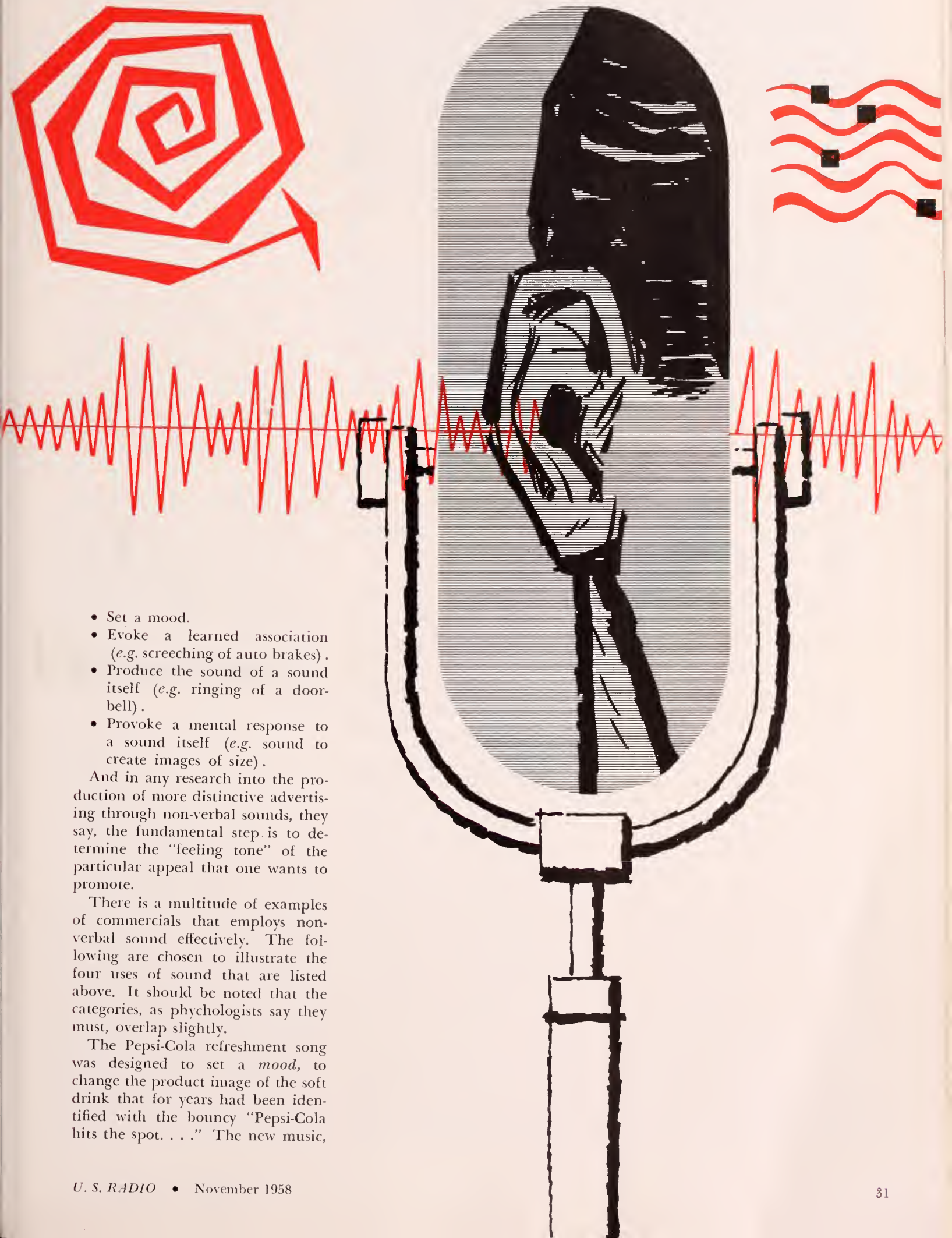
PART I

Tick-tick-tick PING! That is the vigorous, restless, agitated sound of the typewriter as it transcribes. It is a sound of energy, one that produces a mental image of work being done, of business moving forward, of stories and ideas being put on paper to interest and inform.

For this and every sound there is a mental image; for every mental image there is an appropriate sound. There is no concept, radio researchers agree, that cannot be interpreted in sound. And from radio's earliest days—from the creaking door of the *Inner Sanctum* to Bulldog Drummond's foghorn and echoed footsteps—those who made the most imaginative use of sound had the best results.

To the advertiser and his agency "best results" are an obvious goal. This has set the stage for current interest in research into techniques for increasing the sales effectiveness of radio commercials — with the more efficient use of sound.

Sound, the psychologists tell us, can do primarily four things:



- Set a mood.
- Evoke a learned association (*e.g.* screeching of auto brakes).
- Produce the sound of a sound itself (*e.g.* ringing of a doorbell).
- Provoke a mental response to a sound itself (*e.g.* sound to create images of size).

And in any research into the production of more distinctive advertising through non-verbal sounds, they say, the fundamental step is to determine the "feeling tone" of the particular appeal that one wants to promote.

There is a multitude of examples of commercials that employs non-verbal sound effectively. The following are chosen to illustrate the four uses of sound that are listed above. It should be noted that the categories, as phychologists say they must, overlap slightly.

The Pepsi-Cola refreshment song was designed to set a *mood,* to change the product image of the soft drink that for years had been identified with the bouncy "Pepsi-Cola hits the spot. . . ." The new music,

written by Hank Sylvern for Kenyon & Eckhardt Inc., New York, was created to "paint a picture in sound" of a light, bubbly and at the same time elegant drink. It is the music that must set the mood, says Mr. Sylvern. "Music should be a quotation around the sales message."

When the Sacramento Tomato Juice jingle tells listeners, "It's richer and redder in every drop/So when you pour you hear it PLOP," it doesn't stop there. It PLOPS! And presumably it sends listeners out to the kitchen to quaff some rich, red tomato juice, the sound effect having evoked a *learned association* in their minds. At Lawrence C. Gumbinner Advertising Agency Inc., New York, agency for Sacramento, "a different sound, an off-beat approach" is considered necessary for radio commercials, according to one executive, because they must "compete for attention, fight for memorability, dig for effectiveness."

Bell Ringing

"National Shoes ring the bell!" They've been ringing it on eastern radio since 1940. It's just a bell, the uncontrived *sound of a sound itself*. Over the years various bells have rung for National—telephone, door, typewriter, dinner, school and the one to signal a bus driver—to set up different dialogue situations. The bell has served National and its agency, Emil Mogul Co., New York, as a device "lending itself immediately as a vehicle for telling the commercial story . . . keeping in mind that it takes a much more unusual message to gain attention these days."

Provoking a *mental response* to a sound is perhaps more effective than attempting it with visual means. An example is a recent Dodge commercial, created by Grant Advertising Inc., Chicago. While played in a jesting mood, the sound of the Dodge customer's footsteps as he takes a ridiculously long walk from the front to the rear of the car certainly creates a mental image of size—of the extra-long Dodge.

Researchers tell us that we have barely scratched the surface in communicating through sound. Recent interest in creating station and network images through sound is an example of the increasing efforts in that direction. And the trend toward returning top creative agency talent — drained off for a time by tv — to work on radio commercials is further indication of agency concern and growing competition.

Interest in creating an image through sound on the part of broadcasters is two-fold: Networks and stations have shaped their operations so that they have an identifying sound, and they have used sound as a tool with which to sell.

CBS calls its presentation "Protective Listening;" NBC employs "Imagery Transfer," "Memory Vision" and "Engineered Circulation." Radio Advertising Bureau and some stations have presentations that emphasize how sound can be cultivated to cover any image or concept—and any product—whether it be paint, refrigerators, carpets or food.

The sales development manager of a representative firm puts it this way: "Advertisers must be shown how they can sell the *sizzle* of a steak instead of its picture."

As for creating the station image, this is done through programming which eventually becomes the "sound" of the station. In markets where competition is tough and even relentless, according to John Box, "the fight is for sound." The executive vice president and managing director of the Balaban Stations declares that, above all, "the sound is the thing.

"This elusive sound that each listener, or potential listener, searches for on the radio dial is the sum total of each (of the elements of music and programming), mixed effectively and translated into the only commodity for sale by the radio station of today . . . SOUND." (Identification and selling through sound will be further explored by Part II of U. S. RADIO's study of sound, in the December issue.)

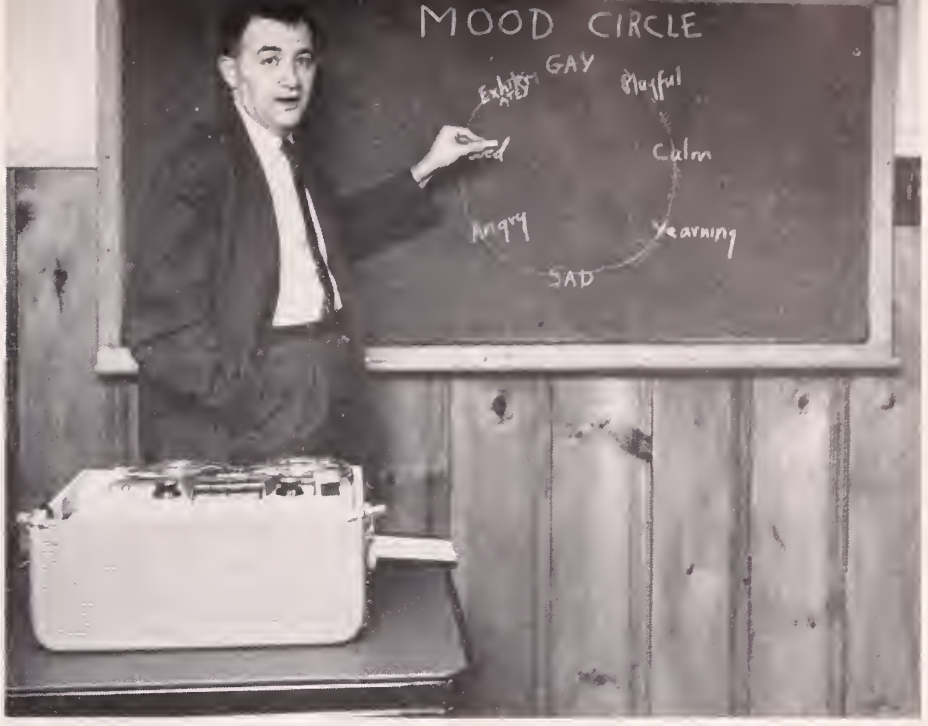
To determine the "feeling tone" or the emotional level of an advertising appeal the agency researcher has several techniques available. Among them, and widely used, are approaches that are clouded in such psychological terms as Semantic Differential (S-D) and the Mood-Circle Checklist, both designed to test the power of aural stimuli to communicate.

The semantic differential technique, nearly four decades old, has the listener rate the sounds he hears with a scale of contrasting adjectives like hard-soft, pleasant-unpleasant, fast-slow. For example, insight into the effects of a musical selection is gained when a listener describes a piece of music with adjectives that have nothing to do with the hearing sense—such as poetry or prose, warm or cold.

Descriptive Adjectives

The mood-circle checklist, devised in 1935 by a psychologist specializing in aesthetics, Kate Hevner, employs a checklist of 67 adjectives that describe some feeling or response. The adjectives are arranged in eight clusters, each cluster describing a different central mood quality. The groupings form a natural circle, running counter-clockwise, in which each cluster has its closest relatives at its side.

Cluster six at the top of the circle, for instance, contains the words merry, joyous, gay, happy, cheerful and bright. "Merry" follows cluster five's "light," which is the last word of a group that starts with "humorous." The last adjective in cluster six, "bright," is followed by "exhilarated" in cluster seven. That one ends with "restless."



One psychological aid to test the effectiveness of sound is the Mood-Circle Checklist, here demonstrated by Martin Samit, director of Consumer Behavior Laboratories. Each adjective describes some feeling or response, and the words are arranged in clusters of various mood qualities.

Directly opposite cluster six's "merry" is cluster two's "pathetic" which is located at the bottom of the circle. Opposite "exhilarated" is "dreamy"; opposite "humorous" is "serious" and so on.

In practice, listeners are asked to check every word on the list that seems appropriate to describe a certain sound. The subject is urged to check as many or as few adjectives as he wishes. With this method, an agency can test proposed musical and sound effects to determine how close to the desired "mood quality" they come and make proper adjustments.

In comparing the two techniques, Martin Samit, director of Consumer Behavior Laboratories and former advertising coordinator for NBC Radio, points out that subjects are limited in describing their feelings about a sound only by their vocabularies. "By providing subjects with checklists having adequate representation of the universe of mood qualities, we make it easy for them to respond accurately."

Mr. Samit notes that the S-D and Mood-Circle techniques, although both similar in that they are controlled association tests that require scaling procedures, are different in one important respect. "Whereas the S-D employs *any* set of adjectives as scales, the Mood-Circle sticks strictly to mood qualities.

"It would seem that the S-D technique would therefore be more general and hence more useful. It would seem so, but it turns out," Mr. Samit says, "that much of what S-D picks up the long way round is picked up by the more direct approach of the Mood-Circle."

The researcher's aim in using these tests is to determine the listeners' reactions to sounds "using either or both of the preceding techniques," he points out, "and prepare a summary report couched in mood terms. This may or may not end the researcher's contribution, depending on his familiarity with the enormous body of technical literature available in the libraries. At least he now has given the agency producer a crystallized target." These same tests are used for art work and slogans.

But where does the agency producer go from here? He knows the mental image he wants to create and the image he is creating so far. The musical director and sound effects expert take over to produce the commercial that will be most effective and best remembered.

Mr. Samit illustrates the use of these tests in the selection of music for a commercial: "You first determine the mood qualities associated with the concepts you are trying to match. Then with a summary of mood as a guide to the production man, he proceeds to locate or to create appropriate music. To the extent that you uncover relations between sound characteristics and mood quality, you will be able to write 'prescriptions' as to what kind of sounds will be needed.

"As your knowledge grows," he points out, "you will have to depend less and less on testing the production man's hunches after the fact. You'll know that if you want agitation, for example, certain characteristics such as staccato style and irregular rhythm will contribute it. Eventually, by building up a repertoire of information with each study, you'll be able to predict beforehand the effects of certain treatments on specific subjects.

"The research techniques can speed up the formation of an approach to a commercial. There's nothing in the results of these tests that the creative man couldn't have come up with himself eventually. The research," he declares, "gives added direction to the creative man.

"Many of the elements of merchandising and marketing to which little attention is paid," says Mr. Samit, "talk louder than the salesman hired to spread them around." In many areas, he points out, the research man can be truly as creative as "the creative man" in an agency. Of primary interest to radio men is research that shows "how much more appropriately radio programming and commercials could be packaged."

The effect of sound can be more vivid, more detailed, more telling, more lasting even than a picture. Remember Jack Benny's descent to his sub-basement vault, the forlorn echoed voice of his guard who has not seen the light of day since Hoover took office, and the wild whistles, clangs, gongs, sirens and bells as the safe was opened? It was a radio masterpiece. With a picture, it would have been lost in the lights.

"Now, McGee, be careful opening that closet!" • • •

Putting Radio To the Test

Just four years ago in the fall of 1954 Woodward & Lothrop, a Washington, D. C., department store almost as familiar a landmark in the Nation's Capital as the Lincoln Memorial, sunk $13,000 into a test radio campaign. The purpose: To determine whether shoppers not reached by the store's extensive newspaper and direct mail advertising would be reached by radio.

Four years and thousands of radio spots later, the results of that decision to give radio a try on a full-time and well-planned basis are obvious. Radio has been a significant factor in making a big retail business bigger than ever.

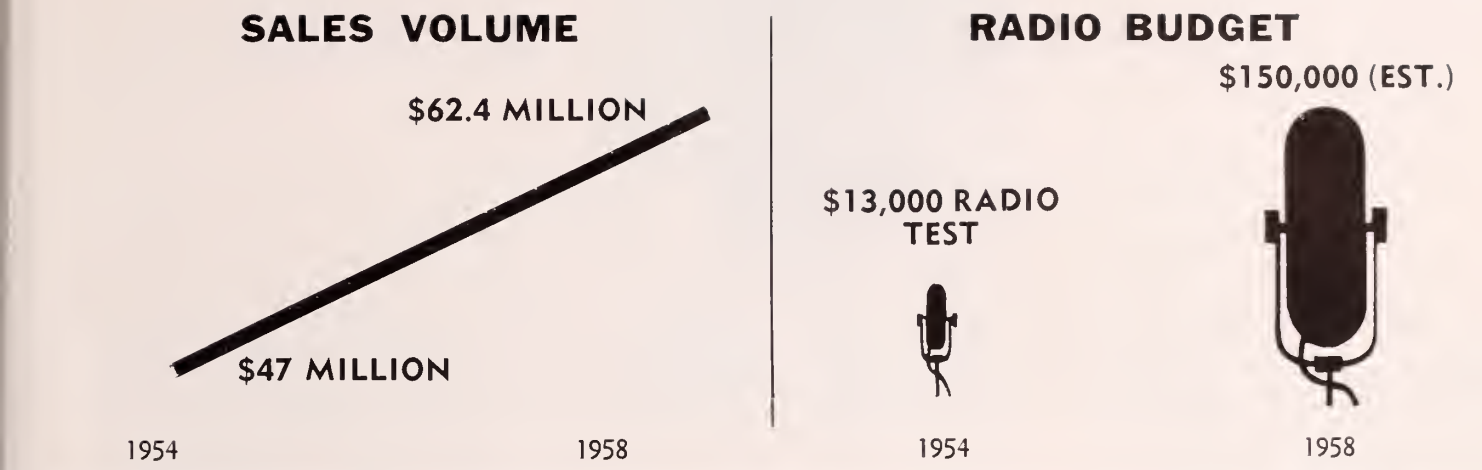
Currently, U. S. RADIO estimates that about $150,000 of an overall $1 million-plus advertising budget is placed yearly in radio by the department store. And the sales figures on the Woodward & Lothrop books document the store's belief in radio as an effective tool for such retail giants.

Population Increase

The period immediately following World War II was an era of tremendous population increase in Washington. The "town" that used to be was giving way to a large and not so leisurely-paced metropolitan area that now numbers over two million residents. As the city grew, Woodward & Lothrop, which had been serving Washington shoppers as a quality store since 1880, grew with it.

Plans for suburban stores—located now in four nearby Virginia and Maryland communities as well as in the Pentagon — were in the works. At the end of fiscal 1954—only a matter of months before the store joined the ranks of big Washington radio advertisers—sales had risen to a peak $47 million, an increase of more than $8 million over the figure for 1946. "It's been up, up, up ever since," George Titus, advertising director, states. "We're already over the $62 million mark this year," he adds. That's a minimum of $15 million more than W&L recorded before radio became a permanent advertising tool.

A report to the stockholders for



Woodward & Lothrop, department store giant in Washington, D. C., tried radio on a consistent basis for first time in 1954. Now it devotes an estimated $150,000 yearly to the sound medium

the year ending August 2, 1958, shows that sales volume totaled $62.4 million, which is an increase of 2.4 percent over the previous year's business of $60.9 million.

Since that initial test in 1954, the store has been a consistent user of radio announcements and program sponsorship. And other Washington department stores have been quick to notice the success Woodward & Lothrop is having with radio and some have followed their competition into the medium.

A department store account has long been regarded in the radio business as a tough nut to crack. Woodward & Lothrop was no exception. Before W&L went into radio in dead earnest, the store had been an occasional radio advertiser. Spot announcements were used on a morning record show to promote certain items in the men's department. A Sunday afternoon program of classical music was also under W&L sponsorship. The latter experiment was regarded by the store's executives as good public relations but nobody really believed that it could sell. The program was dropped.

RAB Presentation

It took a Radio Advertising Bureau presentation to convince W&L management that radio advertising, to be effective, had to be correctly — and consistently — used. A hit-or-miss radio schedule didn't do justice to the client or the medium, RAB maintained. W&L, sensitive to the change in the whole complexion of the Washington community, the growth of the city itself and the mushrooming suburbs, decided to take another look at radio.

The formula adopted by the store revolved around a saturation spot schedule on six Washington stations using five-second and one-minute announcements to promote specific items for sale in the store which handles everything from emory boards to ermine. The spots—now in excess of 100 a week—were aired Sunday through Friday on WGMS, WMAL, WRC, WTOP and WWDC, all Washington, as well as WGAY Silver Spring, Md., and WPIK Al-

exandria, Va. All radio copy was and still is written by the Harwood Martin Agency, Washington. The agency also buys all Woodward & Lothrop radio time.

So successful was the technique proposed by RAB that it is still used by W&L today with only minor variations, Mr. Titus says. Reflecting the progressive management of one of the country's largest big-volume department stores, Mr. Titus explains that W&L's policy calls for the store to be prominently represented in all major advertising media.

Constant Use

"The best proof of our belief in radio is our constant use of radio time," Mr. Titus declares. He emphasizes that in his opinion no one advertising medium outweighs the other in importance in W&L's advertising strategy and that each is used to complement the other. "But I do believe that if we hadn't put radio to work for us on a full-time basis, these last four years would not have been so successful," he says.

Typical Spot

A typical Woodward & Lothrop spot includes the item, the price of it, the department where it can be located and the hours it can be purchased. For example:

> Your daughter will appear at her perkiest in the over-blouse and skirt look . . . One dress your size 7 to 14 girl will like is the red printed dress with the red printed over-blouse. The price: $7.98 . . . Dress your daughter in the style she knows is new . . . From Woodward & Lothrop, Washington, open today til 6 . . . and Woodward & Lothrop Chevy Chase, Seven Corners and Alexandria, open til 9:30.

An average week's radio schedule for W&L might include a series of five-second announcements on one station calling the listeners' attention to store hours. A number of one-minute spots on another station might promote the store's dry cleaning service. During this same week, a third station airs one-minute announcements advertising a particular appliance, while a fourth station concentrates on fashion commercials. Men's apparel available at W&L might be promoted by still another station.

Various Services

In addition to merchandise, commercials often emphasize the various services W&L offers its shoppers such as:

> Fall is a time when your home and your family have many needs . . . and that's when it's helpful to know about the convenient Ways-to-Pay at Woodward & Lothrop . . .

The copy goes on to explain W&L's different charge plans and credit arrangements and urges the listener to make additional inquiry at the store's credit office.

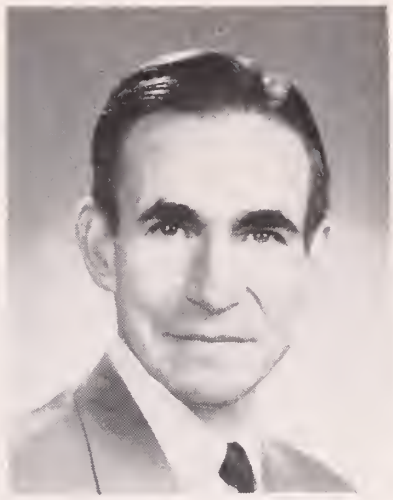
Then each week there is a selected number of items—a particular shoe or handbag or a special brand of linen and bedding—that are advertised daily on several stations. In addition to product commercials, Woodward & Lothrop has pioneered a number of "fringe" uses for radio.

'$64,000 CHALLENGE'

Radio Advertising Bureau's interest in bringing department stores, the nation's biggest retail advertisers, into the sound medium has intensified since the Woodward & Lothrop effort. RAB has formulated, under the direction of Jack Hardesty, vice president and general manager, a "$64,000 Challenge."

Here's how it works: RAB will contribute, up to $64,000, two dollars for every dollar a department store will invest in a radio test for one year. RAB also requests that it be permitted to select the stations, help write the copy and have a voice in the selection of items to be promoted on radio. Qualifying stores must do in excess of $30 million a year in volume.

To date, RAB has been pleasantly surprised by department store response. At present, it has about 41 stores to choose among.



George Titus, advertising director.

The store uses the medium to recruit personnel. Mr. Titus notes that the store's radio help-wanted ads "seem to reach people that newspaper classifieds don't reach." Response to this type of announcement has been good, Mr. Titus says. There are also certain instances when items not included in newspaper copy are promoted exclusively on radio.

The store also augments its regular radio schedule with special-events promotions. When, for example, W&L's $3 million Seven Corners, Va., store was opened two years ago, 30 ten-second announcements on one station plus more than 60 five-minute newscasts on five stations in the area were sponsored by the store to drum up interest in the newest branch.

W&L has just announced the building of another suburban store that will stand beside its five other annexes. This one is in Wheaton, Md., and is scheduled to open in the fall of 1959.

Practical Reasons

There are practical reasons for W&L's extensive use of radio, a store official points out. By buying time in quantity, the store earns both time and frequency discounts. And the store's firm yearly radio schedule also assures the availability of time segments which for W&L's purposes have proved most attractive. "After four years in radio," one executive states, "we have found that the medium actually strengthens our newspaper advertising and we are extremely impressed with the audience radio delivers in terms of time costs."

Mr. Titus stresses that the flexibility of radio makes it particularly attractive for department store use. Last-minute copy changes are not a problem. And, through radio, special merchandise can be simply advertised on stations that reach special audiences. "If we are promoting the sale of an especially fine hi-fi set, the logical place for the commercial is on a 'good-music' station. If a product has teenage appeal, a disc jockey with a young following will probably be our best salesman," Mr. Titus says.

Both Mr. Titus and Andrew Parker, grandson of the co-founder of Woodward & Lothrop and president of the store, credit the stations that carry W&L commercials with a considerable amount of the success that the store has had in using radio. Mr. Parker feels that the cooperation, advice and help that Washington broadcasters gave to the store and to the agency buying the radio time were in large part the deciding factors in making radio really pay off for Woodward & Lothrop. Harwood Martin, agency president, concurs. "Without the keen interest Washington station management and RAB took in our radio plans, the outcome may not have been nearly as satisfactory as it is," Mr. Martin believes.

If past is prologue, it can only be concluded that Woodward & Lothrop will continue to expand. Revealed in the annual stockholders report was the fact that Woodward & Lothrop has bettered its competitive position. Its sales are currently running five percentage points above the Federal Reserve Board's average for department store sales in that market.

And with continued expansion will come even greater use of air time. Only one thing will remain unchanged: The store's motto, "Worthy of the nation's capital," and this will continue to be reflected in tasteful radio copy that literally saturates the Washington market. • • •

Woodward & Lothrop's Falls Church, Va., Store is the latest of five suburban annexes. Another one in Wheaton, Md., will be ready in the fall of 1959. Advertising copy is used to promote new stores.

Radio Helps Trigger

BUICK: Upping its radio budget 400 percent, this GM model was first 1959 car marketed. Campaign includes extensive spot use and a 13-week buy of NBC Radio's Monitor, *mostly five-minutes of Bob Hope comedy segments.*

RAMBLER: Major ad efforts center on radio. A 200-station national spot campaign, paying attention to smaller markets and suburban areas, is coupled with weekend NBC Monitor *buys to reach car radios. Car showed '58 gains.*

Reports from agencies indicate wide use of spot and network in getting new car campaigns on the road

The annual introduction of new model automobiles is becoming almost as important a fall classic as baseball's World Series.

The auto, of course, is such an integral part of the American way of life that it has been estimated that one out of every six workers owes his job to the car industry in one form or another.

The radio and auto industries in recent years have had a direct effect on each other. To begin with, about 90 percent of new cars are equipped with radios; in addition, about 36 percent of all radios manufactured in this country annually are for use in automobiles.

It's a well-known fact that these car radios have a high rate of tune-in and have had a great deal to do with the popularity of today's radio buy. Because of this phenomenon, car makers have tailored much of their radio advertising to reach the car listener.

For the introductory campaigns of the new 1959 models, a wide use of radio has been set. Spot both on a broad national basis and on a selected market basis as well as extensive use of all networks is being employed.

In many cases, radio spending has been on the rise. Buick, for one, has increased radio this fall 400 percent over last year, and radio was accorded the biggest percentage increase of all Buick media.

Car manufacturers found 1958 to be a difficult year. A combination of events, including the sag in the economy, adverse consumer reaction to some of the 1958 styling, and the inroads made by foreign imports resulted in a drop from over six million units in 1957 to under 4.5 million in 1958. More attention than usual, therefore, is being fo

Start for '59 Cars

PLYMOUTH: A four-week spot campaign in 20 markets is combined with a 200-station CBS Radio drive and am-tv sponsorship of the Lawrence Welk ABC stereocasts in more than 75 cities. Budget is greatly increased.

FORD: Five-minute musical formats over CBS Radio plus shorter spots use the talents of Rosemary Clooney and Vic Damone. The five-minute shows saturated the network during first weekend of campaign. Spots continue.

cused on the 1959 models now being introduced.

The auto industry itself is uncertain about consumer reaction. This is affirmed by the fact that estimates of how many cars will be sold during 1959 vary from 4.5 million to over six million. As a result of this, the men and organizations assigned the task of introducing the new lines are making an especially concerted effort to create consumer interest and enthusiasm. Radio campaigns figure quite heavily in the plans of most manufacturers.

"Dollar for dollar we find that radio is an extremely good medium for us." This view is expressed by Louis Happ, media director of Geyer Advertising Agency Inc., New York, which has prepared a spot and network campaign for the 1959 models of American Motors' "economy" Rambler.

The major portion of American Motors' radio effort centers around the use of time on *Monitor*, the weekend show on NBC Radio. First announcements of the new models were made October 10 and 11. Morning and afternoon segments were employed on Saturdays and Sundays in an attempt to attract the very important car radio listening audience.

"*Monitor* is a very important part of our programming plans," Mr. Happ states, "and we have been using time segments on this program 52 weeks a year for three years. At a recent sales meeting in Atlantic City, N. J." he says, "Rambler dealers were visibly impressed with the results that have been achieved through the use of network radio."

A national spot campaign on 200 stations has been especially prepared to carry the word about the new Rambler models. Many of the stations operate in the smaller markets and suburban areas. Mr. Happ explains this by pointing out that the Rambler is an economy car that has great appeal to the "two-car families," the majority of which are to be found in the suburbs. In addition, many of the Rambler dealerships are in the relatively smaller markets. Employing local stations serving these areas for a concentrated spot campaign, he declares, is proving to be extremely valuable.

The combination of a spot campaign and a network buy both tailored exactly to their requirements has been getting results for American Motors. Last year, AM was the only American manufacturer to chalk up a sizable increase in sales. It is interesting to note that radio was the primary broadcasting medium used and that AM is the only firm that does not use tv extensively. AM expects 1959 to be another banner year, and Mr. Happ indicated that the total ad budget for the use of radio will be increased.

For the Chrysler division of Chrysler Corp., a detailed spot and net-

work drive has been prepared by Young & Rubicam Inc., Detroit. The national spot list consists of the top 75 Chrysler markets, the agency states, which will receive a schedule of from one to six stations per market. The first drive was a teaser campaign which ran from October 17 through October 23, made up chiefly of ID's and 20-second spots. For the period of October 24 through November 6, a campaign of post-announcement spots has been bought in the same markets consisting of 60-, 30-, 20- and 10-second spot announcements.

DODGE: An announcement program running the entire month of October on some 100 stations in more than 100 markets introduced various features & models.

PONTIAC: Most of the radio dollars for "America's number one road car" have gone into co-sponsorship of the entire Notre Dame football schedule over ABC Radio.

For the network portion, Chrysler is sponsoring Eric Sevaried on CBS Radio from October 24 through November 6 and *Weekend News* on ABC Radio on October 25 and 26 and November 1 and 2.

In preparation for its annual battle with Ford for top honors as the best selling car in the country, Chevrolet has for the second year in a row come out with completely redesigned models.

Spot Blanket

Kicking off on October 9, Chevrolet and its agency, Campbell-Ewald Inc., Detroit, mapped out an extensive spot schedule blanketing the entire country. Concentrated into a two-week period, the plan called for as many as 10 daily announcements on each station being used heralding the arrival of the "completely new" 1959 Chevrolet.

Ford's new entries for the sales crown in the low-priced auto market stress clean, simple styling and economy of operation. A number of top performers, including Rosemary Clooney and Vic Damone on CBS Radio, have been assigned the task of singing the praises of the new Ford. Using five-minute musical formats, the initial announcements were made over CBS on October 10 and 11. A total of 10 shows were broadcast during the Saturday and Sunday period.

The third traditional participant in the low-priced field is Plymouth. Flipping its fins into the air a bit more dramatically for 1959, Plymouth initiated a four-week spot campaign in 20 markets on October 16. A total of 200 stations on CBS Radio are being used to invite potential customers to stop in and see the new models. A large number of local campaigns will support the major radio effort. In addition, Plymouth has a 13-week contract with ABC Radio for its am-tv stereocasts of the Lawrence Welk program now reaching about 75 cities.

The Plymouth agency, N. W. Ayer and Sons, New York, indicated that radio was becoming more important in the advertising plans for this top-selling Chrysler Corp. product. On the strength of this, Plymouth has increased its 1959 radio budget.

In addition to its own campaign, Plymouth and all the other cars marketed under the Chrysler banner will participate in a corporate spot campaign to be used in the top marketing areas designed to sell the entire Chrysler line.

"The newest of everything great — the greatest of everything new!" This is the theme of the ad program for the 1959 Dodge. This message was woven through the heavy spot saturation campaign which covered more than 100 areas. Some 400 stations participated in the announcement program which ran from October 1 through October 28. Dodge also sponsored sportscasts on NBC during October.

Spot radio will play an important role in introducing at least one other product of the Ford family. A six-week campaign to introduce the new Mercury was scheduled to get under way November 10 in 70 markets chosen by Kenyon & Eckhardt Inc., New York. Edsel, in its second year, will use radio for a four-day introductory drive for its various models in about 150 markets through Foote, Cone & Belding, Chicago and New York.

The first 1959 model to be marketed was Buick. A full spot campaign was employed. Early sales reports give every indication that the campaign was a complete success, much to the satisfaction of Buick, and McCann-Erickson, New York, the agency which acquired the account fairly recently.

On the network level, NBC's *Monitor* was given the major role. The initial announcement of the new models broke September 12 and represented the start of a 13-week buy. Buick is using 10 five-minute segments spaced from Friday through

Sunday. The listening magnet on each of the five-minute shows is comic Bob Hope.

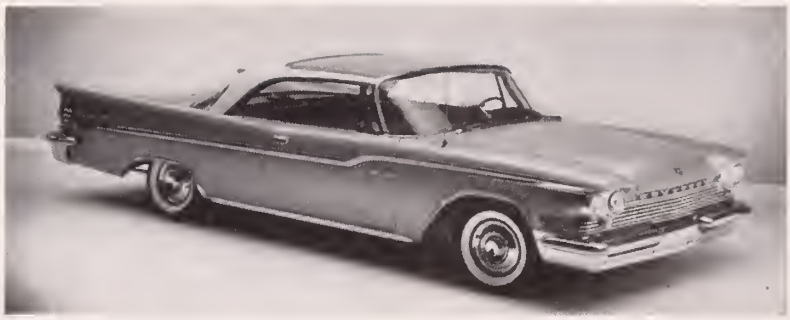
The radio campaign appears to be instrumental in getting this division of General Motors off to a fast start.

Coming out of its 1958 chrome cocoon, Oldsmobile for 1959 is wearing a jaunty look. This GM product had a limited spot campaign in approximately 15 of the top markets in the country. Network newscasts are following up the initial announcements. The manufacturer reports that announcement day traffic was nearly double that of last year.

Another member of the General Motors family, Pontiac, has put most of its radio dollars into sponsoring one half of Notre Dame football games over ABC Radio.

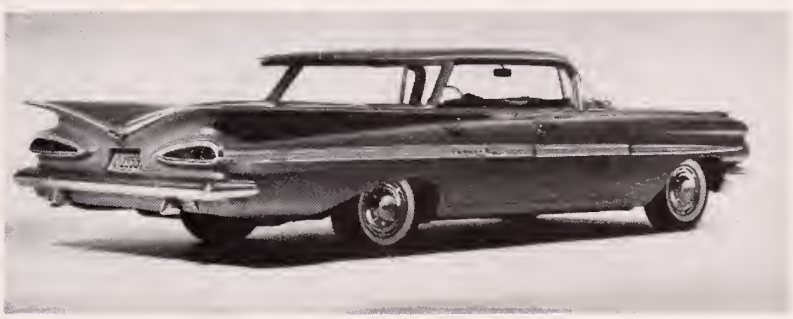
Having dropped the Packard line, Studebaker-Packard is pinning most of its hopes on its new Lark car which will stress economy and low price. S-P's will be one of the last new lines to be unveiled. A combination of network and spot will be used in the radio effort. The spot portion will run for two weeks in 25 to 30 markets using one-minute and 30-second announcements. The network portion includes all four national networks, with a heavy saturation campaign of 30-second and one-minute announcements on Mutual and NBC. The MBS buy calls for 109 participations on news and news commentary programs to be aired on November 8 to 9, 15 to 16 and 22 to 23. S-P will also sponsor five-minute newscasts on ABC Radio and CBS "Impact" segments during this period.

Most of the new automobiles are now gleaming in dealers' windows. Although the industry averted the danger of major labor problems with the signing of new contracts, labor difficulties did upset some of the manufacturers' schedules. Cadillac, for example, had a three-week spot campaign scheduled to start on September 29 but temporarily suspended it because of the uncertain labor picture. It since has signed for sponsorship and participation in five-minute ABC network newscasts for from two to four weeks. In general, however, the mood of the auto industry is an optimistic one. Ad budgets are higher than last year's. From all indications, radio is being given an increasingly important voice in the plans for introducing the new models. For 1959, audio and autos are expected to do a lot of selling together. • • •



CHRYSLER: A heavy spot campaign is under way in the top 75 Chrysler markets, with from one to six stations per market receiving schedules. ABC and CBS programs and a corporate spot campaign round out its radio.

OLDSMOBILE: After a limited spot drive in approximately 15 cities to introduce the 1959 product, Olds has turned to network newscasts. Double announcement day traffic in the showrooms was reported by manufacturer.



CHEVROLET: Extensive spot schedule "blanketing the country" in a two-week period with up to 40 daily announcements on each station employed. Normal spot and network use was resumed after the introduction.

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

THE LUCKY ELEVEN winners of the WKY Oklahoma City hula hoop endurance contest are still going strong after four hours and 45 minutes, and only DJ Chuck Boyles has faded. He declared the youngsters co-champions, out of 276 starters, when rain fell.

"AIR CONDITIONED" STUDIO of KGB San Diego is scene of luncheon for more than 100 local agency and business leaders. Addressing the "KGB Sidewalk Superintendents Club" is Marion Harris, the am-fm stations' president. Food was served in lunch pails and thermos bottles held martinis as guests in workmen's hats watched construction of station's new broadcasting facilities.

FASTENING AN ASSOCIATION of 15 years, Emil Mogul (right), president of Emil Mogul Co., New York, presents solid gold and monogrammed belt buckle to partner Myron A. Mahler, vice president and creative director, who was honored at office party for "buckling down these 15 years."

MOST VALUABLE BROADCASTER is added to the WINS New York staff as Roy Campanella, former Dodger catcher who was paralyzed in a car accident, begins a nightly five-minute sportscast that is taped at the hospital. Heard from 6 to 6:05 p.m., the program also features sportscaster Chris Schenkel (right) and occasional guests talking on all sports subjects.

KING OF BEASTS joins beauties and keeper Bob Joyce in a promotion tour of Richmond, Va., for WLLY. 'Willy," DJ Joyce and the girls rode through town in open cars, broadcast from a downtown shopping center and distributed dozens of gifts to the crowd that greeted the WLLY mascot.

TURNING THE TABLES on WRCV Philadelphia personalities Vince Lee, Jack Rattigan and Pat Landon, Danny Kaye (left) interviews them about their radio work. WRCV talent had arrived at the star's hotel suite to interview him about his new movie, "Me and the Colonel."

WHEN AUTUMN SHOWERS don't come your way do a rain dance, say KOL Seattle DJ's Ray Hutchinson and Art Simpson, who demonstrate here. Playing tapes of Indian rain chants, the boys took credit for ending Seattle's dryest summer, but then had to reverse the tapes to bring sunshine when residents complained about bad weekend weather. That worked, too, said KOL.

A FLYING CARPET, courtesy of Community Club Services Inc. and A&M Karagheusian Co., arrives in New Orleans and is presented to Mayor de Lesseps S. Morrison (third from right) by WDSU Station Manager John F. Screen (second from right) to restore the red carpet welcome to the city. Assisting are (left to right) Norman Turk of Maison Blanche department store, and William McKinley and James Slater of the carpet firm. Carpet was flown in by Eastern Airlines.

TWO KEYSTONE COMBINATIONS pose at KDKA Pittsburgh testimonial dinner honoring the second place National League finish of the Pirates. Presenting plaques are Gwilym Price (left), chairman of the board of Westinghouse Electric Co., and Donald H. McGannon, president of Westinghouse Broadcasting Co. Receivers are team Manager Danny Murtagh (2nd from right) and General Manager Joe L. Brown.

KSAN San Francisco uses display windows as a cornerstone of its merchandising. Pictured is a typical display for station's advertiser, Burgermeister Beer, with station personality John Hardy on tap. Promotions have been a success.

This "spectacular" electric sign of WBOK New Orleans carries the radio sales message of station advertisers as a special advertising plus.

Winner of annual WDIA Memphis spelling bee, and teacher, are awarded a week in Washington, D. C.

Keys to this automobile are presented by Prince Omar, disc jockey personality of KOKA Shreveport, La., to the listener who won this station contest—one of many used by KOKA to entertain and build audience.

negro radio

(*Continued from page* 25)

more money per income than they ever have before (in fact, percentagewise, much more than white families). Their income has greatly increased, too.

"Negroes also are very brand conscious," he declares, "and any brand that advertises in all media and yet has a special appeal to them through radio will really be 'their' product."

The Sales Story

The U. S. RADIO survey shows that for many stations who program a major share—or all—of their schedule for the Negro market, about 30 percent of this billing is national. In some cases, the national business is as high as 50 to 60 percent of the total.

There is one thing upon which *all* Negro stations agree. And that is: Business is at least as good as last year and in most cases better.

Reports from stations testify that national business as well as the number of national advertisers have risen in the past year. Billings increases reported by stations range from a five percent jump over last year to a 400 percent rise over 1955. As for the number of national clients, a typical station reporting an increase states that this year it has 28 such accounts, while last year it had 17 and years before from 10 to 15.

"We have found," says Norwood Patterson, executive director of KSAN San Francisco, "a definite trend in recent years that more and more national and regional advertisers have acknowledged the Negro market as a separate identity and the only real way to tell and sell this market is via Negro radio. Now, new accounts enter Negro radio every year and old accounts are increasing expeditures," Mr. Patterson states. "Our station business will percentage out 50 percent national, 35 percent regional and 15 percent local." KSAN is a full-time Negro station broadcasting 140 hours weekly.

Illustrating the acceptance of Negro radio today, Mr. Patterson declares that over 70 percent of the nation's top agencies are buying time on KSAN.

One such apparently satisfied agency is BBDO, San Francisco, which has been buying 10 quarter hours per week for four consecutive years on behalf of Burgermeister Beer, KSAN declares. The buy is now in its fifth year. A recent survey conducted by KSAN showed that Burgermeister enjoyed 30 percent of all beer sold to the Negro market "leading all other competitors by a considerable margin."

The reaction of the agency to this bears directly on the marketing prowess of Negro radio. Low Rolle, account executive on the beer account at BBDO, states:

"Burgermeister's approach to radio is not to regard it as one medium, but as several media reaching segments of the population in specialized ways. We use Negro radio because such stations program to this important segment of the buying public in a specialized way, and we feel this adds a real value to the commercial message inserted in this programming.

"When personalities are available to use on Negro radio stations," says Mr. Rolle, "we find them particularly valuable because of the same reasoning that 'personality selling' is of value on any other station. Our schedules on KSAN are a recognition of the ability of this station to reach the Negro market effectively in this area."

A station that reports one of the high percentages of national business is WDIA Memphis, which states that 60 percent is from national clients. WDIA programs 100 percent of the time to the Negro audience which amounts to 140 hours per week. The station declares that since October 1948, gross dollar volume has increased more than 600 percent.

A consumer panel study by the *Memphis Commercial Appeal* is cited by WDIA to show the high rate of

consumption by Negroes for many items. The study claims these findings: For bread, 43.5 percent of total units are bought by Negro families; for deodorants, 55.8 percent; for canned meat, 47.3 percent; for laxatives, 51.9 percent, and for packaged soaps and detergents, 41.2 percent. Such consumer panel studies are being conducted in numerous cities.

Many of today's advertisers on Negro stations have been using this specialized vehicle for some time. KLIC Monroe, La., reports that Royal Crown Hair Dressing is in its ninth year on the station. A continuous expenditure like this is warranted by results. And many clients on Negro stations have had immediate results.

WXOK Baton Rouge, La., declares that John Ruskin Cigars, now in its third 13-week cycle of quarter-hour programs and spots, was able to trace a 30 percent increase in local consumption in the first four weeks. Cost on the station was $268.30 a week.

The number of national advertisers using Negro radio has been markedly increasing. KATZ St. Louis, for example, reports that this year it has about 50 national clients which is about double last year's total. As for the number in years' previous, the station's comment is "small." This growth in business has prompted the need, KATZ says, for "finding suitable salesmen to present properly the Negro market. There is no question that a suitable market exists. However, the presentation of this market is a specialized field and not enough salesmen are available to handle it."

WLOK Memphis also cites the "need for good salesmen." Eugene P. Weil, vice president and general manager, has amassed numerous success stories as ammunition for his sales force. One such story belongs to Sessions Peanut Butter Co. whose Goldcraft Peanut Butter, Mr. Weil says, has moved from seventh place to third place in the market and is "knocking at the door of second place." Through Noble-Dury Advertising Agency, Nashville, the company is in the last 13-week period of its second year on the station using six 15-minute programs a week. Mr. Weil states that Goldcraft has jumped from three percent share of the market to 19 percent.

The number of national advertisers at WGIV Charlotte, N. C., stands at 37 which is about five percent above last year's total. The station broadcasts about 60 percent of its weekly schedule of 84 hours to the Negro market. This upward trend is reflected in the full complement of advertisers by stations who devote a major portion of their weekly schedule to Negro programming. Egmont Sonderling, general manager of WOPA Oak Park, Ill., for example, reports that its 60 hours of Negro programming a week (33 percent of the schedule) is "usually sold out." In addition, Mr. Sonderling states that WOPA's Negro schedule has doubled in recent years.

And KLVL Pasadena, Tex., which carries 22 hours weekly (20 percent of the schedule) aimed at the Negro market, declares it has been on the air for eight years and "has always had its Negro shows sold solid." All of its Negro time, the station adds, is sold locally.

Merchandising Plusses

The close relationship that the Negro station enjoys with its market

Questions and Answers on Negro Radio

Q. I'll get my share of Negro business without advertising for it. Why change?

A. Wrong. Somebody else will get your share. There was a time when you might have been right, but the age of specialization has brought an end to that. With competition what it is, you must actively *seek* your share of any market to get it. As an advantage of using Negro radio, you may also get a share from the fellow who doesn't yet know the score.

Q. Why does the Negro need a different approach than anyone else?

A. Though much improved, the circumstances of the Negro are still different from those of other groups. His living habits, buying habits and needs differ from those of other groups. He also needs more than a general opportunity to buy. In addition, he takes great pride in the activities and accomplishments of his own race, and he knows of them to their fullest extent only through Negro radio.

Q. Are there special copy angles I should use if I'm on Negro radio?

A. There are "do's" and "don'ts." *Do* let the Negro disc jockey inject his own personality into your commercial. If you use a jingle, *do* use something lively and appealing. *Don't* talk down in your commercial. *Don't* advertise "segregated offers." *Don't* be afraid to advertise prestige products to the Negro.

Source: Rollins Broadcasting Inc.'s "Why Negro Radio?"

IT'S OK

IF ADVERTISED ON

WBOK

Reaching 365,000 Negroes in the Nielsen Coverage Area in New Orleans. More National, Regional and Local Advertising on WBOK than any other Independent Station. Included are the following No. 1 Leaders in sales in New Orleans.

No. 1 Bread, Coffee, Raw Milk, Canned Milk, Beer, Wine, Flour, Syrup, Cigarette, Ford Dealer, Chevrolet Dealer, Men's Clothing Chain, Department Store, Food Chain, etc.

A multiple purchase of New Orleans, Memphis and Houston with a multiple discount makes the OK Group the best buy to reach 1,500,000 Negroes.

MEMBER OF THE OK GROUP

Stars National Inc.

has produced one of the most comprehensive merchandising services of any medium. These aides have evoked much positive comment by advertisers and agencies.

Robert Criar, advertising manager of National Biscuit Co., had this to say to WWRL New York about part of the merchandising help:

"We certainly appreciate your initiative in visiting . . . 80 stores on behalf of our Ritz Crackers. I'm certain that our sales people will agree with me that such activity at the retail level is always helpful to an advertiser."

WWRL has a 21-point merchandising plan which ties in with the on-the-air effort. Among the services offered are: Three-color posters in 300 super markets and grocery stores; shelf tapes; picture post cards of personalities; visits to retailers and wholesalers; on-the-air contests with a product as sponsor; consumer surveys, and a weekly report on all merchandising accomplished.

WDAS Philadelphia has a three-man merchandising department, reports Alexander Klein Jr., national sales manager, who has seen national business at the station rise to 51 percent of the total this past year. This station has a 14-point merchandising plan that includes, among other things, trade mailings, ads in a Philadelphia Negro newspaper paid for by the station, window banners, 200,000 throw-aways, personal appearances by on-the-air personalities and the making of display material.

A combination of on-the-air penetration and merchandising services has produced for WDAS many sales success stories. One involves Italian Swiss Colony Wine which has used the station for three years. The firm has changed its buying pattern on WDAS from two 13-week cycles in the fall and spring to a 52-week purchase with an investment in excess of $20,000, Mr. Klein declares.

A large number of local success stories are in the files of KNOK Fort Worth, Tex., which is a full-time Negro station broadcasting 105 hours a week. National business accounts for between 20 and 35 percent of the total volume. The number of national clients are also on the rise. KNOK has about 24 national clients on its roster compared with 10 to 15 in recent years.

One of KNOK's important local stories concerns the Grayson Shops Inc. which has just informed the station that it will once again use KNOK for Christmas promotion in addition to its fall push.

"We have been very pleased," says Joe Inkles, general manager of Grayson's, "with the results obtained from our schedules placed with your station. During July, KNOK was the only advertising that we used and the results were nothing short of sensational," Mr. Inkles states. "Using your saturation packages (30 per week), we successfully moved over 960 ladies' and girls' coats and 6,300 sweaters in our July lay-away campaign. Actually, our volume for this period was up 17 percent from the previous comparative time in 1957."

"Aunt Jemima" visits WHAT Philadelphia to provide entertainment and on-the-spot salesmanship for her flour and other products.

In-store merchandising promotion, "Spin-a-Win," is used by WOV New York as part of its support to many regular advertisers.

Community Youth Patrolmen take part in Police Athletic League Month broadcast over WLIB New York. This is one of the station's community service features and promotions.

A merchandising team of four people is used by WOV New York to offer support to regular advertisers. One of the highlights of the station's merchandising efforts is a "spin-a-win" contest. Any food or drug advertiser that maintains a schedule of $197 a week can qualify for one such promotion for each consecutive six-week schedule or three such promotions for each schedule of 13 consecutive weeks.

The format is a radio quiz originating from a store. A wheel of chance with 30 numbers is used. Each number has a corresponding quiz card for customers who participate. Cash prizes range from $2 to $10 depending on the difficulty of the question. An automatic bonus of $2 is given for four bonus cards.

WOV programs about 50 percent of its schedule for the Negro market —more than 61 hours a week.

An expansion in merchandising services is being prepared this year by WLOU Louisville, Ky., which is a full-time Negro station. The additional service WLOU is offering is display space in individual drug stores as well as bus cards in 314 busses. Other merchandising support centers around outdoor signs, displays in 25 A&P food stores and bus "spectaculars."

Programming

There are two things that today's Negro station tries to achieve in programming. The first is to build a loyal following generally through strong station personalities. The sec-

ond is to maintain a standard of operation that is comparable to other market stations.

"As is almost standard in Negro programming," says Ed Phelan, station manager of KOKY Little Rock, "our schedule is built around the disc jockey. He becomes a personification in his specialty and represents KOKY both on and off the air. In addition, we program a great deal of live religious shows. Our programming," Mr. Phelan says, "breaks down, percentagewise, like this: 58 percent disc jockey; 37 percent religious: three percent news, and two percent public service. Of course, on occasions our public service will increase but this is the absolute minimum as planned."

KOKY is a member of the Ebony group which has this general philosophy on programming:

"Rather than sound very distinctly Negro," says John McLendon, president, "we find it very important to inject a great deal of promotion, production speed, and sound as good in pronunciation as the better programmed white stations. It is extremely important in the changing South," Mr. McLendon declares, "to bear in mind that since integration is a very slow process there is a great self-consciousness among the southern Negroes—even to the point where he has become conscious of radio quality.

"The Negro today in the South," says Mr. McLendon, "does not wish to be associated with radio which is in any way degrading to his race: he tends greatly to shy away from the hooting and hollaring personalities that originally made Negro radio programs famous."

WHAT Philadelphia, which is a full-time Negro station broadcasting 24 hours a day for seven days, believes the Negro personality makes the difference in this type of programming. "Negroes are able to do a better job when talking to Negroes," declares Miss Dolly Banks, station manager, "because they are pleased that members of their race are getting ahead and are having their potential used fully. There must be some rapport between the air personality and the consumer," she states.

WAMO Pittsburgh, which airs 45 hours of Negro programming a week (50 percent of the total schedule), also places great emphasis on the strength of a "good Negro radio personality."

Leonard Walk, general manager, says, "We find that the Negro disc jockey personality pulls the largest and most loyal following. We use a music formula that mixes rhythm and blues, gospel, popular (Nat King Cole variety), jazz and spiritual music in a carefully planned proportion."

The emphasis on personalities is underlined by Tom Maxwell, general manager of WIBB Macon, Ga. He says the type of programming that pulls the most loyal following for his station consists of "personalities who establish themselves in a market over a period of years. The biggest audience following," he says, "is received by personalities who perform a real service in the community and are in demand for personal appearances."

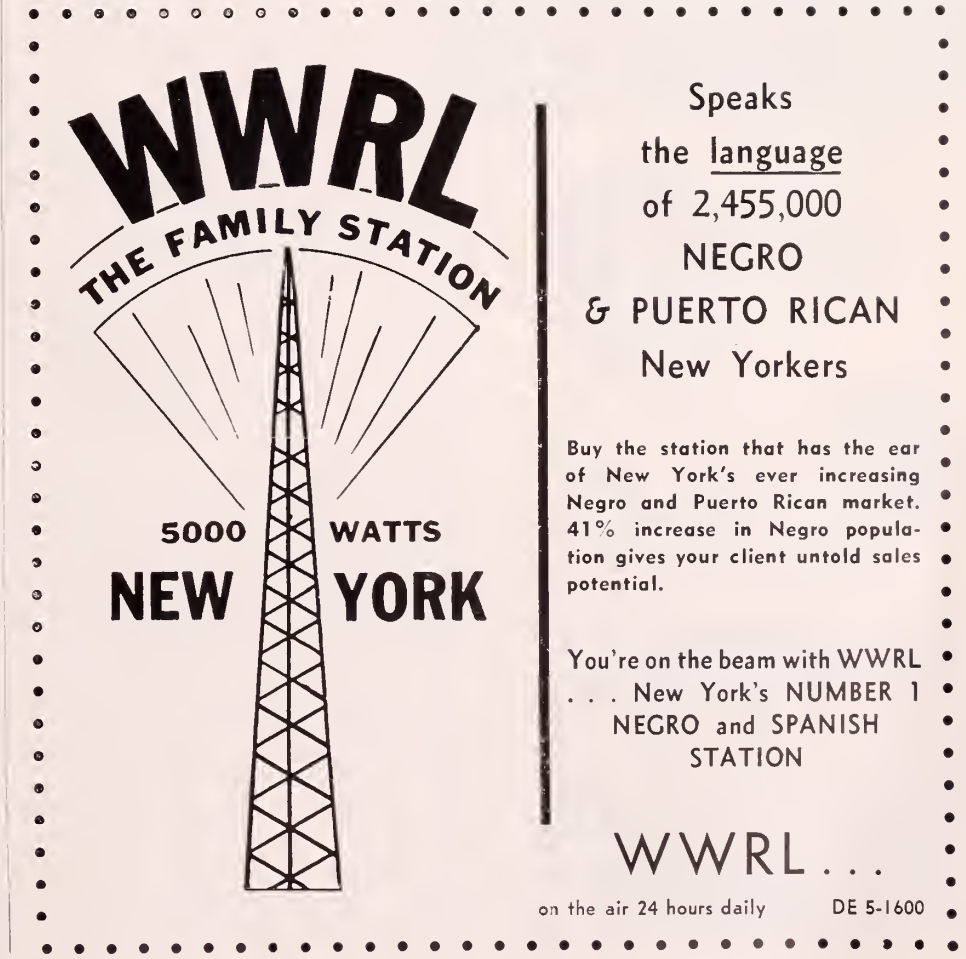
Many stations cite the specific type of programming that brings (a) their most loyal following and (b) their biggest following. Two stations that broadcast 100 percent of the time to the Negro audience—WMBM Miami Beach and WVOL Nashville—agree that gospel programming pulls the most loyal audience and rhythm and blues music provide the stations' biggest audience.

Among the large number of stations that report an increase in Negro programming in recent years is KGFJ Hollywood, Calif. Molly Low, sales manager, says, "KGFJ began programming for the Negro audience 10 years ago and has added more hours each year. Last year, we programmed 50 percent of our schedule for the Negro audience and last September we converted to 100 percent (162 hours a week)."

Community Relations

The close identification that the Negro-programmed radio station works to achieve with its audience has resulted in extensive community relations' activities. One station, WGES Chicago, reports that it devotes 25 percent of its time to public service activities.

And S. E. Feldman, executive vice president of WEBB Baltimore, declares that the station "considers the community relations' aspects of its programming as the most important



ONLY STATION PROGRAMMING TO PITTSBURGH'S
250,000 POPULATION HIGH INCOME NEGRO MARKET
WAMO
PITTSBURGH, PA.

"SUNNY JIM"

PORKY CHEDWICK

GEORGE PITTS

ALEXANDER MARTIN
"Sweet Chariot"

WALT JONES
MERCHANDISING DEPT. MANAGER

WAMO
PITTSBURGH 860 KC
FORJOE—NAT'L. REP.

negro radio

part of its responsibility to the public."

The Baltimore City Health Department, one of the organizations WEBB supports, had this to say to the station:

"We and the people of Baltimore would like to express our gratitude for the fine work your station has done in helping to get our population inoculated with the new poliomyelitis vaccine. . . ."

A community assistance program is offered by many stations. WMFS Chattanooga reports that it has a part-time employee who works in the community visiting churches and social and civic organizations. This person contributes time and money on behalf of WMFS for needy cases.

WMFS further reports it has a Good Neighbor Club Inc., a welfare organization chartered under state laws. This unit, according to Fred Webb, manager, "acts as a buffer for people in need until regular city, state or federal organizations can take over. Last year, more than 200 families were aided."

A four-point community relations program is used by WJLD Birmingham: (A) Religious activities involve broadcasting church services, carrying programs featuring local church choirs and singing groups and delivering public service church announcements: (c) public service activity at the station involves annual contributions to such local groups as the old folks home as well as radiothons in behalf of other campaigns, and (d) the station broadcasts a home service show, a three-day event, that is aimed solely at the Negro audience.

Community relations at WCLS Columbus, Ga., is focussed on the station's on-the-air activity. WCLS employs an *Around the Town* program Monday through Friday that covers news of civic nature. In addition, two 15-minute periods are set aside daily, states C. H. Parish, general manager, for the insertion of church announcements and activities. Two local news periods each day list all community happenings.

On-the-air announcements are a very popular form of public service support among stations. William Anderson, manager of WENN Birmingham, says the station provides announcements for everything "ranging from lost dogs to blood donors." WENN also has a favorite-minister-of-the-year contest as well as awards to good neighbors and outstanding citizens.

WOKJ Jackson, Miss., employs, in addition to a public relations director, a community service director and a religious director. The station also gives an award for the outstanding Negro citizen and conducts competitive examinations for high school seniors, awarding wrist watches to the winners.

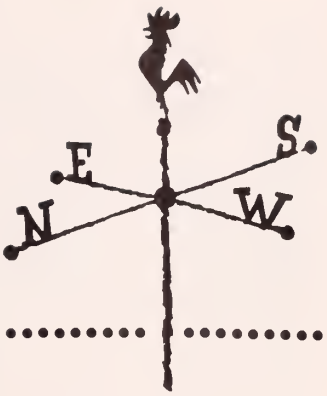
As stated earlier, the primary motive for this specialized programming is to produce a loyal listener. What does this mean to the advertiser and his agency? The Rollins Broadcasting Co. has this answer in its booklet:

"If a station shows it's on the Negro listener's 'team'— on his side in terms of treating him as a human being with certain desires and ambitions, that station establishes identity for itself with its listeners. Identification with the station is transferred to the station's advertisers. This results in more sales for you, the advertiser." • • •

IT'S OK
IF ADVERTISED ON
WLOK
The Economical radio buy in Memphis is WLOK
The station that appeals solely to Negroes in Memphis is WLOK. More local Food Advertisers use WLOK in Memphis. The Negro Religious Leaders in Memphis prefer WLOK. A multiple purchase of the OK Group including the three largest Negro cities in the South . . . New Orleans, Memphis and Houston, reaching 1,500,000 Negroes can be bought on a multiple discount that is the economical buy to capture this untapped sales potential.
A Member of the OK Group
Stars National Inc.

hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Football Broadcasts Boost Sales And Public Relations

Announcing the KOA Denver-Bay Petroleum Co. football contest are (left to right) Jim Thompson, Bay's ad manager, Jay Tallant of Broyles Advertising Agency and John Henry, sports & news director of KOA.

Sponsors are counting on games to reach a large male audience

When the starting whistles of this season's final football games pierce the late autumn air, more sponsored broadcasts of college and professional games will have poured over radio than ever before, according to reports of renewals and new sales sent in by stations.

It is also virtually a sure thing that 1958 audience appeal will top even last year when a survey showed pigskin radio programs tuned in by better than half the families queried — and nearly three quarters of the listeners were between 20 and 49 years of age, the biggest buying years.

Clients like the bonus of improved public relations they get, in addition to bigger sales volume, through football broadcast sponsorship. Marketing psychologists claim this stems from listeners' subconscious feelings of good will toward a product that brings them the games, a warmth carrying over to the station, for which these broadcasts have some of the attributes of public service programs. Moreover, the commercials reach audiences on weekend afternoons when they're likely to be in a relaxed mood and thus at their most receptive. And the high percentage of college alumni tuning in insures the highest possible income bracket audiences.

The greatest number of sponsors fall into product categories about which the man of the family usually makes the buying decisions.

Beer, banks, insurance, automobiles, gas and oil, among other male appeal items, are taking to the radio airwaves this fall, according to stations' reports.

In many cases, these companies have been repeating their radio football buys for a number of years. Based on advertising penetration that has in the past produced sales and many friends, these companies are continuing to count on radio football for results.

A survey by Pulse for Radio Advertising Bureau showed that 51.7 percent of the families interviewed in three markets where there is tv competition listened to radio football broadcasts. This study was con-

ducted on what can be considered a tough afternoon for radio—last November 30th's Army-Navy game which was telecast coast to coast. Another finding in the RAB report is that 66.8 percent of the radio football audience is between the ages of 20 and 49.

One national advertiser that has been a regular user of football on radio is the Prudential Insurance Co. which for the fifth year is sponsoring the University of Minnesota games on WCCO Minneapolis. Its co-sponsor, the Variety Supply Co., operator of 400 V-Stores, is back for the third season.

Preview and review programs before and after games are sponsored for the 11th straight year by the Twin City Federal S. & L. Association while Cities Service Oil Co. sponsors *Football Scoreboard* and *Prep Parade*, two separate broadcasts.

Los Angeles grid fans, partisans of the professional Rams, heard all six pre-season exhibition games sponsored over KHJ Hollywood by Falstaff Beer, the Farmers Insurance Co., Jim Clinton Clothing and the Simca dealers of Southern California. Then, with the season mercifully ended for the baseball Dodgers, Rams' regular season games reverted to KMPC Los Angeles.

University of Wisconsin football will be heard over WTMJ Milwaukee. Sealing the pact are (left to right, seated) Joseph T. Weinfurter of Al Herr Advertising; William P. Nitschke, Associated Hospital Services' ad manager, and Robert L. Christiansen of Cramer-Krasselt Agency. Standing are the station's sales manager, Joseph Killeen (center), and the sportscasters, Mike Walden and Don Kindt. Marine National Exchange Bank is the other sponsor.

Making it official, Carl E. von Czoernig, president of Schmidt & Sons, signs for half-sponsorship of Eagles' football over WCAU Philadelphia. Looking on: (standing, left to right) Al Paul Lefton of the Lefton agency and Vincent A. McNally, Eagles' general manager; seated, Joseph A. Donoghue, Eagles' secretary, and Donald W. Thornburgh, president of the Philadelphia station.

Nic-L-Silver batteries, another auto product, sponsors a post-game program. Both Rams' and San Francisco 49ers' games under Packard-Bell sponsorship, are heard in San Francisco over KSFO, which feeds the games to 10 stations in Oregon and Washington State.

WTOP Washington, D. C., with a two-year contract for all University of Maryland games, also airs the contests of the Washington Redskins' pro team sponsored by the American Oil Co. over this station, WBT Charlotte, N. C., and WRBL Columbus, Ga. WBT, with a big grid schedule fully sold, had Gulf Oil and Ligget & Myers Tobacco as co-sponsors of the opening Duke University game. WRBL, in addition, broadcasts high school and college games including the University of Georgia with Royal Crown Cola as sponsor. Gulf Oil is represented in Pittsburgh over KDKA Pittsburgh sponsoring *Warmup* and *Scoreboard* programs surrounding the University of Pittsburgh's 10 games, a schedule sponsored by both the Ford Dealers Association and the Fidelity Trust Co.

Texaco dealers across Oklahoma for the sixth straight year are courting Oklahoma University fans with sponsorship of the Sooners' games over WKY Oklahoma City and six stations of the Big Red network in Oklahoma and bordering Texas communities.

Making its radio advertising debut, Braun Bros. Oil Co., Chicago, is sponsoring the full Northwestern University schedule over WNFP Evanston, Ill., while Standard Oil of Kentucky, counting on the grid fan in the family who generally buys the gasoline, sponsors the full Auburn Tiger schedule over WAPI Birmingham, and 21 affiliated stations; 31 more outlets in Alabama, Georgia and Florida air these games with local sponsors.

Football and Finance

Separated by the continent geographically but alike in their belief that football and finance go together are the Rhode Island Hospital Trust Co. in Providence sponsoring the Brown University games over WPRO there, and the Wells Fargo Bank presenting the Stanford University schedule over KCBS San Francisco, with Rickey's Restaurants as a co-sponsor. Burgermeister Beer offers a post-game show over KCBS called *Fifth Quarter*.

Another regional brewery, C. Schmidt & Sons, Philadelphia, attempts to boost sales and community relations with the Philadelphia Eagles' games over WCAU and a 15-

station hook-up. One broadcast will describe the Eagles' clash with the Green Bay Packers whose schedule is heard over WTMJ Milwaukee co-sponsored by the Portland Cement Association and *The Milwaukee Journal,* the station's owner. Another Philadelphia station, WPEN, is featuring an afternoon-long football roundup each Saturday. WPEN's sports director will break into all regular programs with the latest football scores of all local and major national games.

KCMO Kansas City, Mo., lined up the Big Eight games and features a warm-up show with three-way phone talks between Sports Director Bruce Rice and the two opposing coaches. In Los Angeles, Shopping Bag Food Stores Inc. just signed a 52-week contract with KNX for the yearly sports package that includes the 10 University of Southern California grid games. The first, with the University of Michigan, also was heard over WWJ Detroit.

WHBC Canton, O., goes all out for football, with the entire Cleveland Brown schedule, eight Ohio State games and 21 high school contests. The station also prints a football schedule booklet for area teams, and has distributed more than 55,000 of them, it reports.

On the Networks

Philco Corp. returned to radio sponsorship this year presenting all Army, Navy and Air Force Academy games on Mutual. Henry Bowes, the firm's marketing vice president, said, "Our purpose is to give the strongest possible support to our nationwide dealers in the hotly competitive retail appliance markets and, at the same time, provide an institutional campaign detailing to the public the key electronic responsibilities Philco has assumed in the national defense structure." Bill Stern, nationally known sportscaster, airs the games.

ABC Radio has the Pontiac Division of General Motors co-sponsoring with local firms the full Notre Dame schedule. Two examples of co-sponsors are the Mutual S. & L. Association of Milwaukee over WISN and M.A.B. Paint stores on WFIL Philadelphia. Harry Wismer is at the microphone along with Joe Boland.

CBS Radio signed the New York Giants' pro team under General Cigar sponsorship for White Owls through New York, New England and parts of Pennsylvania, five of the contests going over almost the entire network.

The sweep of this year's grid coverage can surely be laid to the big buying power and dedicated listener loyalty of the fans, but there's another small but important plus for sponsors. Besides audiences in homes, cars and elsewhere, they even reach fans at many stadiums who bring their tiny portables along to tune in other games while watching the action in front of them. • • •

TO EVERY ADVERTISER WHO BUYS WEJL-RADIO, SCRANTON

1. There will be no competitor within thirty minutes of your commercial.
2. You will not be multiple-spotted.
3. You buy from an accurate coverage map.
4. You won't always have the top Pulse-rated spots, but you'll be near the top all day long.
5. Live copy will be *sold* by air salesmen; we have no pear-toned deejays to unhappily mouth your commercials.
6. Sorry . . . no special deals . . . no one has a better break nor ever will.
7. We can't give you the rock'n roll kids . . . all we offer is the adult buying-decision audience.
8. We can't put you near mail order or per inquiry clients because we just don't accept them.
9. You will have to accept a low cost-per-thousand.
10. We must confess that our news programs are heavily local in content and have won 26 awards in State-wide competition in seven years.
11. We must also confess that our morning man . . . Bill Pierce . . . is in a rut. He has been the top air personality right here in Scranton for more than 27 years.

P.S. Won't you ask the Meeker Company for more information?

WEJL
The Scranton Times

Scranton, Pennsylvania

NEWS...MUSIC...SALES

HOMETOWN U.S.A.

commercial clinic

Voices on Radio Spots Should Personify Products, Voice-Man Allen Swift Believes

"Most vital to a radio commercial's salesmanship is the suitability of its sound to the product," declares Allen Swift, whose voice has been used in great variation to sell everything from beer to baby food and piston rings to pencils.

"When a radio spot entertains the listener," he states "the product is identified with enjoyment which makes it appealing."

In his early 30's, Mr. Swift has gone far on his vocal cords. Right now, he claims, 150 of his "voices" are on the airwaves for various sponsors. His face is known to the kiddies in New York through tv and personal appearances, and his credits include the voices of several American folk heroes—including Mighty Mouse, Herman the Mouse and Dinky Duck.

Story Effective

Commercials with a story line are the type that Mr. Swift believes are particularly effective.

"Take the spots for Ambassador Beer in the East," he says. "These are dialogues between two people (Mr. Swift plays both) who want to go to New Jersey only because there's *more beer* in the Ambassador Beer in Jersey. In one commercial, for instance, I'm an archeologist and his assistant who wants to quit digging in some distant land and go to Jersey for that Ambassador Beer. The archeologist finally agrees to drop his spade and go along, too, because he'll get more beer in his beer and maybe he'll find some historical ruins to dig up in Jersey, besides.

"Now that commercial is humorous and it sells enjoyment, which is the main reason to drink beer anyway, isn't it?"

Two voices on one spot are often done by Mr. Swift; in fact, he's done as many as six on one commercial as well as giving voice to inanimate objects of every description.

On-the-Air Salesman Allen Swift.

"Copywriters develop a preconceived idea of how a character should sound and nine times out of 10 they're right and I try to hit the exact tone," Mr. Swift states. "Once in a while, though, I ad lib suggestions that often work out. When I taped a Manhattan shirt commercial, for instance, I was supposed to be a tough little street corner guy. Now a Manhattan shirt is a quality product and it seemed that a buyer would rather identify himself with an important kind of person so I read the commercial with a tweedy George Sanders' type of accent and it was accepted."

Mr. Swift has no strong feeling against hard sell commercials. He thinks they're fine when they fit the product and contrast with what comes before. "Of course, if the announcer comes on right after a high level finish from a band or a singer, he'll get more attention if his pitch is read softly and easily," he says.

Things that talk, even though in reality they have no voice, always capture a listener's attention — and imagination, he says, pointing to the successful Easy Glamur spots in which he once played one of the most silent of all living things, a germ. " 'It's an Easy Glamur attack, let's run,' I cried in a terrified voice."

People unconsciously think of almost everything as having a certain kind of voice. A pencil is thin so when Mr. Swift was a pencil he used a thin voice. When he played an assortment of engine parts whose performance perked up with Cities Service gasoline, he spoke, respectively, like a piston, a carburetor and a spark plug.

One Backfire

Mr. Swift first developed his range of voices through puppeteering; he's never been typed and doesn't want to be although once his versatile mimicry backfired. He taped a script in the style of a certain star, believing the client, a brewery, would be happy because they'd get the voice without paying the star's fee. When the clients heard the audition record, they insisted on engaging the star even after the agency pointed out that the voice was Mr. Swift's. Mr. Swift had his revenge, however. As soon as the series went on the air—through the South—a competing brewery got him to tape a series similar to the star's. • • •

HOMETOWN U.S.A.

station log

Mobile News Units Attract Advertiser Support

Mobile radio news has evolved from the novelty stage into a major reason why the medium is a leading source of immediate news. Advertisers, too, are realizing the value of the responsive audience to mobile shows. Evidence of this is reported by WXLW Indianapolis and WXYZ Detroit.

The Oklahoma Oil Co. has put a major portion of its Indianapolis ad budget into the purchase of the complete mobile news service of WXLW. The service, negotiated through the Chicago office of Needham, Louis & Brorby Inc., consists of live, on-the-spot reports from the station's two roving newsmobiles, seven days a week. The purchase includes an average of 80 special bulletins each

Barney Ogle (center), assistant manager of KENS San Antonio, presents Perry Kallison with the Texas Association of Broadcasters award for the most consistent broadcast in Texas. "The Trading Post" show has been on the air for nearly 23 years. Looking on is Jimmy Kallison.

week covering all aspects of local news. WXLW interrupts regular programming to air live news reports.

At WXYZ Detroit, two complete "mobile studios," in addition to being used for on-the-spot news and station promotion, function at busy intersections to push traffic safety and other worthwhile projects. "Commercial use is limited to group prestige advertisers," WXYZ reports. The usual stay in one location is a week." The second unit is taking over most of the commercial work from the first, the "public service" vehicle.

A mobile public address unit, custom built for KNUZ Houston, is one of the latest entries into the mobile unit field. Dubbed "Big Mike Jr.," it is a giant fiber glass scale reproduction of a microphone mounted atop a little Vespa runabout. Inside the big silver microphone are the horns of a p.a. system, and the unit can pick up and amplify on-the-spot broadcasts. This is the third KNUZ unit of this type. All are primarily designed for mobile broadcasting.

On the air, in-the-air service is also growing as an important news and public service function of radio stations. Helicopters have been added to the mobile forces of WPEN Philadelphia and WLW Cincinnati. Both stations say that the whirly-birds will be used primarily for public service projects. WPEN reports that the Philadelphia police department has made use of the helicopter at various major events requiring re-routing of traffic and major crowd control, and that the fire department was to use the machine in promoting fire prevention week. The Chamber of Commerce and Safety Council have also expressed interest in using it. WPEN says that the machine will be on call at all times to cover spot news.

WLW will use its helicopter primarily as a traffic service for the Cincinnati area, and will issue its traffic reports in conjunction with the city's police. A police traffic officer will give reports and handle traffic control directly from the helicopter.

In the field of public service, a follow-up to their "Know Your Schools" project of last year is being staged by the seven NBC-owned radio stations. They have combined their resources and facilities for six weeks "to focus public attention on America's need for more trained scientists." Called "Science Calling," the project has enlisted the aid of

William B. Caskey, WPEN executive vice president, is surrounded by Philadelphia youngsters representing United Fund agencies. WPEN recently presented about 5,000 record albums to the fund for use by the various welfare agencies for music appreciation classes and dances.

local educational authorities to "determine the educational needs and requirements of their area." The stations will work on various levels of education—high schools, junior high schools and even elementary schools. Stations participating are WRCA New York, WRCV Philadelphia, WRC Washington, WAMP Pittsburgh, WKNB Hartford-New Britain, WMAQ Chicago and KNBC San Francisco. Each station has developed its own tie-in program.

RADIO ACTIVITY

• Two am stations in Atlantic City are providing a regular series of stereophonic concerts to listeners in south Jersey. WFPG broadcasts with stereo equipment from its studios and the line is split, one going into the WFPG studio control board and the other into the board of WMID.

• Twentieth anniversary celebrations are reported by KXOK St. Louis and WKST New Castle, Pa. In wires from the governor, mayor and other officials, KXOK was praised for its contributions and public service to the Missouri community. WKST took the opportunity to hold a party for its more than 400 local customers, the station reveals, in appreciation of their making possible the station's service and entertainment. • • •

NOW AVAILABLE!

Brochure Containing

COMPLETE DETAILS OF WVET'S EXCLUSIVE, PHENOMENALLY SUCCESSFUL TOP VALUE STAMP PROMOTION PROGRAM

For Information

Contact: BILL SCHUBERT

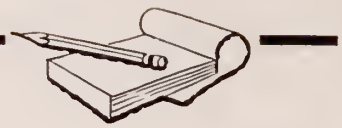
WVET RADIO

ONLY Station In The Nation That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

HOMETOWN U.S.A.

BPA memo



Hula Hoops Set Rhythm For Promotions, Contests. Convention Plans.

The third annual convention of the Broadcasters' Promotion Association, which gets under way November 16, will deal with an analysis of ratings called "By the Numbers" at a business session featuring Dr. Thomas Collin, director of research at NBC, and Edwin J. Gross, research director of Gardner Advertising Agency, St. Louis.

The four-day meeting, to be held at St. Louis' Chase Hotel, also will hear presentations by representatives of newspaper, magazine and outdoor advertising organizations, outlining the part they can play in promotion objectives.

Hula Hoops

In promotions around the country, "Have Hula Hoop—Will Compete" is the motto of the younger set this season. And stations have accepted the challenge. More than 600 youngsters under 12 showed up equipped with hoops and sandwiches at Independence Park, Charlotte, N. C., for a WBT* endurance contest. Eight hours and 34 minutes later, everyone was exhausted but five hoopsters who were still going strong. They rolled away on new bicycles and a share of $170 in gift certificates.

But it isn't over yet as other stations are getting into the spin. KXOK St. Louis keeps it going by giving a hoop away every time it plays the record of "Hoopa Hoola." WKMH Detroit is staging 15 contests at a local shopping center as a merchandising and promotion vehicle for several of its sponsors. Prizes are being given to winners among the kids and the "goodly number of older people" who have entered.

And in an effort to spread our culture, the Bartell Group is looking for a foreign challenger to its Grand International Hula Hoop Olympic champion. The champion, chosen in a "spin-off" among winners from KCBQ San Diego, WOKY Milwaukee, WYDE Birmingham, WILD Boston, WAKE Atlanta and KYA San Francisco will be sent on a Hawaiian trip—for hula lessons.

In another promotion, a Brockton, Mass., attorney entered a WBZ* Boston contest in which the winner's favorite charity would be boosted by a giant block party. His letter in behalf of a local mental health drive was chosen over 2,000 entries received from all over New England, WBZ reports. His prize: WBZ staged a block party in Brockton attended by 40,000 persons, with entertainment by the station's personalities and several orchestras and recording stars. A collection was taken for the benefit of a new mental health center to serve southeastern Massachusetts.

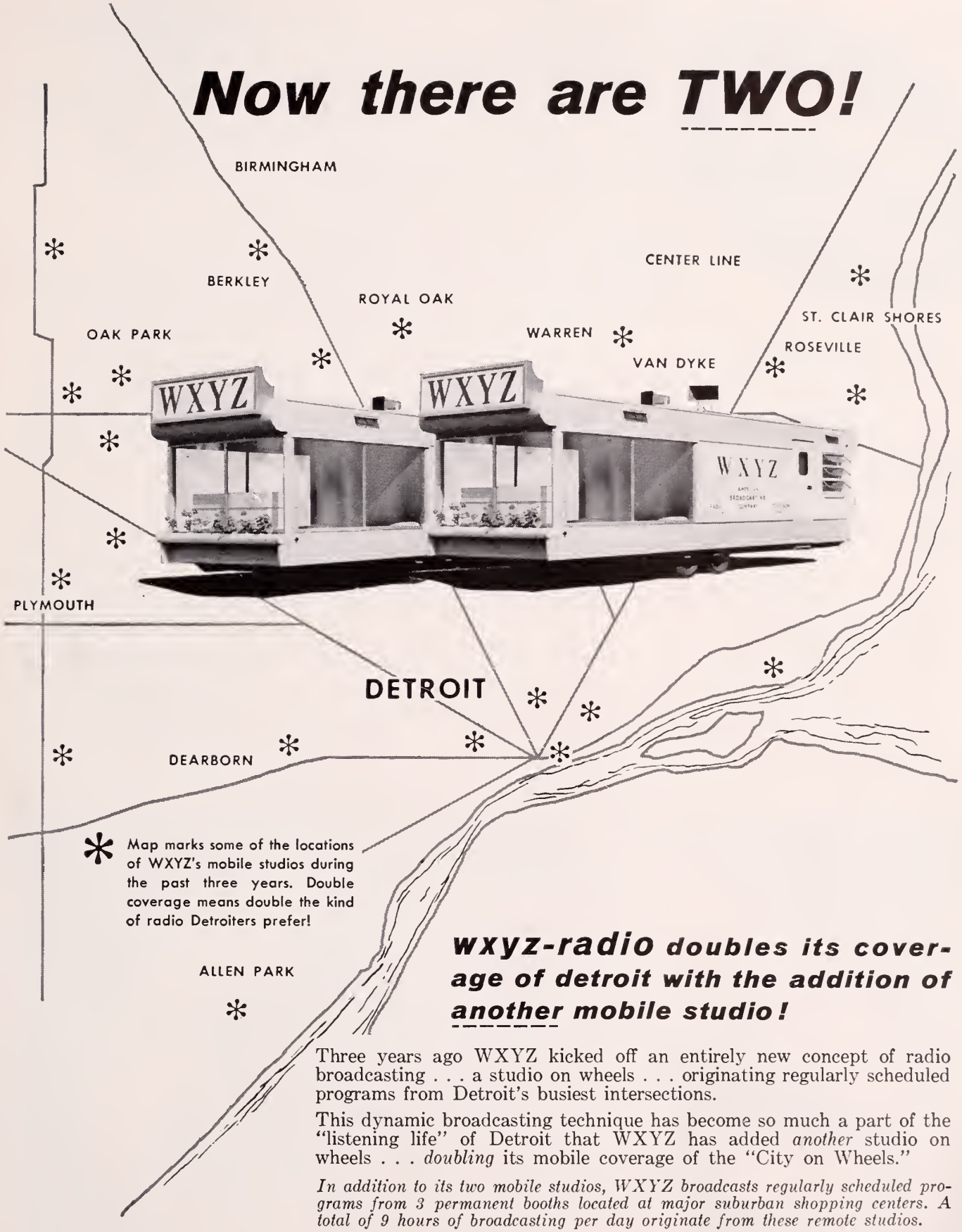
Mystery Driver

In conjunction with a heavy saturation campaign by Chrysler Corp. of Canada, CFRB* Toronto ran a "Mr. Plymouth" contest. A new Plymouth Savoy driven by a prominent Toronto citizen cruised around the metropolitan area throughout the day for a week. Listeners identifying Mr. Plymouth won pocket transistor radios. The car was equipped with a mobile phone so that its position could be broadcast throughout the day and clues to the driver's identity could ge given. Cards bearing the two most important clues could be obtained from a Plymouth dealer.

In the interest of school safety, WMBD* Peoria had 10- and 11-year-old members of the school patrol record 20-second safety spots aimed at drivers, parents and fellow students. The messages appealed for extra caution. • • •

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

Now there are TWO!



* Map marks some of the locations of WXYZ's mobile studios during the past three years. Double coverage means double the kind of radio Detroiters prefer!

wxyz-radio doubles its coverage of detroit with the addition of another mobile studio!

Three years ago WXYZ kicked off an entirely new concept of radio broadcasting . . . a studio on wheels . . . originating regularly scheduled programs from Detroit's busiest intersections.

This dynamic broadcasting technique has become so much a part of the "listening life" of Detroit that WXYZ has added *another* studio on wheels . . . *doubling* its mobile coverage of the "City on Wheels."

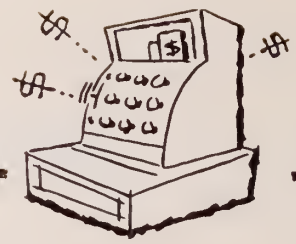
In addition to its two mobile studios, WXYZ broadcasts regularly scheduled programs from 3 permanent booths located at major suburban shopping centers. A total of 9 hours of broadcasting per day originate from these remote studios.

wxyz-radio / 1270 Detroit

"DETROIT'S MOST MOBILE STATION"

AMERICAN BROADCASTING CO.

radio registers



LIQUOR STORES

Don's and Ben's Super Outlets, a chain of 10 liquor stores, was strictly a newspaper advertiser until an effective radio campaign was worked out by KITE San Antonio and the Brooks Advertising Agency. The commercials feature two characters named Don and Ben who push the name of the chain and specific items such as gifts, gadgets, glassware and mixers. No mention is made of liquor except to say that "beverages" are sold. The results? The stores are spending $10,000 this year on radio on KITE. "Radio is now the backbone of our ad campaign," says the client.

SUPER MARKET

Butner Super Market of Topeka, Kans., contacted WREN'S sales manager at 7 a.m. one morning with a problem: A trailer-truckload of peaches had "gone ripe" on the way from the Colorado orchards when the truck's refrigeration had broken down. The first spot went on the air at 8:20 a.m., and by 8:55 a.m., the store, in a suburban area, had a full parking lot and was sold out of peaches. Mr. Butner reports that only three announcements on WREN sold 600 bushels of peaches.

HOME FURNISHINGS

LaHave Furnishings Ltd. of Bridgewater, Nova Scotia, Canada, purchased 21 one-minute announcements over CKBW for $84 to promote its first anniversary and to move surplus inventory before the year's end. Expecting to have its poorest month of the year, LaHave topped its Christmas business of the year before and had its top month since opening. Volume for the month was expected to be about $2,000 but was hypoed to more than $6,000 by the radio spots, according to CKBW.

FISH MARKET

Mike "Myty" Market of Caribou, Me., threatened with the loss of 700 pounds of live lobsters when its water pump went out of commission, purchased ten 20-second announcements on WFST between 7 a.m. and noon announcing the emergency and a price cut. Using WFST as its only means of advertising the sale, Mike's was completely sold out by the end of the day, and his total advertising cost for the brief campaign was $22.50.

WKMI
KALAMAZOO

Now Operating
24
HOURS
A DAY

The only radio station between Detroit and Chicago to offer this around-the-clock service

•

Western Michigan's Most Powerful Independent

MUSIC and NEWS

5,000 WATTS
BROADCAST TIME SALES
REPRESENTATIVE

In the leadership spotlight ...WGN - radio!

WGN LEADS ALL OTHER CHICAGO MEDIA IN HOMES REACHED!

That's why top-drawer advertisers buy WGN-radio in Chicago.

And you will be in the best of company when you join the nation's smartest time-buyers who select WGN with confidence year after year. Because WGN helps sell millions of dollars worth of goods for these top-drawer clients. New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost.

QUALITY RADIO WGN TELEVISION INTEGRITY

the NUMBER ONE STATION

IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

WEBC

DULUTH • SUPERIOR

See your Hollingbery man
In Minneapolis . . .
See Bill Hurley

IT'S OK

IF ADVERTISED ON

KYOK

There are 325,000 Negroes in the Houston area covered by KYOK. The average annual income of these Negro families is over $4,000. There is only one way to reach this untapped consumer market. It's Negro radio. KYOK is the top rated and top recognized Negro station in the Houston coverage area.

Tested, proven and economical buy.

Member of the OK Group Reaching 1,500,000 Negroes

One billing . . . Multiple Station purchases earn extra discounts.

Stars National Inc.

report from RAB

Stations Encouraged By Agency Timebuyers To Sell With Sound

Timebuyers across the country want to be sold with sound.

This fact is well substantiated via an in-depth personal interview study among 200 agency timebuyers recently completed by Radio Advertising Bureau Inc. Because it's difficult for agency timebuyers to hear many stations to "get their flavor," they agree presentations which capture the personality of the station on tape are of real value. And, they say, not enough stations do it.

This and other results of RAB's personal interview study were revealed at the recently concluded series of RAB Regional Management Conferences.

When asked if they listened to station tapes, more than 95 percent of all respondents answered with an emphatic "yes." Only 4.5 percent stated that they don't listen.

A geographic breakdown shows that, outside of New York, every agency timebuyer queried listens to station tapes at one time or another. In New York, 93.2 percent of the timebuyers will listen to tape recordings; 6.8 percent said they don't.

In answer to another survey question, "Do you find station tapes helpful?", a whopping 90.8 percent said they do. Only 9.2 percent of the timebuyers interviewed stated that they don't think the tapes help a station presentation.

Outside of New York, 91.3 percent of the timebuyers interviewed think the tapes are helpful to them; 8.7 percent disagree.

How Long?

How long should these taped radio presentations be? While opinions among the timebuyers vary, RAB states, consensus is that they should definitely be long enough to give accurate flavor of the personalities and programs on the station. Here are some typical timebuyer comments:

- "15 or 20 minutes, with a few minutes for discussion."
- "20 to 30 minutes . . . and fill it to a half-hour discussion."
- "10 minutes tops."
- "To capture various segments of the broadcast day, at very least 5 to 10 minutes."

Today, in conjunction with the increased emphasis on sound, RAB says it is putting more and more stress on its 3,000-commercial tape library in its presentations to national and regional accounts. The reason is two-fold: (1) Experience has shown that sound is very important to the radio sell, and (2) many regional advertisers and their agencies are constantly coming up with new and interesting sound techniques that can be used to sell and inform others on how to use radio creatively.

Airlines to Wines

The RAB tapes are categorized into 22 product groups—ranging from airlines to wine commercials—and are available to all RAB member stations. In addition, the tapes are used in practically every agency-advertiser radio presentation made by RAB. According to RAB officials, they function in several ways:

(1) Keep the advertiser up-to-date on commercial techniques and trends used around the country.

(2) Let him know just how his competition—or his colleague in another region of the country—is using radio.

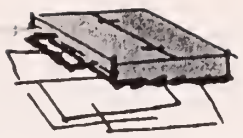
(3) Illustrate just how effective a radio campaign can be.

(4) Serve to stimulate greater creativity in radio commercials.

That the tapes effectively help to sell radio is made clear by the comments of both agency executives and advertisers, RAB says. A few of them are as follows:

- A national baking company ad manager: " . . . it certainly is a unique system and we all appreciate having the opportunity to listen to a cross-section of radio commercials in such compact form."
- A midwestern meat marketer: " . . . we feel it gives us a better appreciation of the value of radio as an advertising medium."
- And a New York agency account executive: ". . . it certainly helped to dramatize to us the importance of radio as an advertising medium." • • •

report from representatives



Station Cooperation Stressed; Questions and Answers on Aspects Of 'Modern' Programming

The importance of stations in a market working together to promote radio as well as their own operations has been emphasized by Tom O'Dea, account executive of H-R Representatives Inc., New York.

In many areas of the country, he states, stations are cooperating to promote the medium, but, he says, there is not enough of it.

"There is no such thing as a bad buy in radio," Mr. O'Dea declares. "There is, however, a good second buy. If we lose business, it's probably our fault because we didn't do the best job of presentation."

Mr. O'Dea cites a station in Ft. Lauderdale, Fla., that sells with this positive attitude. "They make newspapers their targets and work out a plan with their fellow broadcasters whereby each salesman must include in each call something that sells *radio*."

Broadcasters, he says, have one of the greatest opportunities in the world for selling radio sitting right outside their door. "In most cases, like the newspaper guy, broadcasters meet the local retailer or the regional manufacturer socially or otherwise. The newspaper guy gets his business. But is radio getting its share, too?'

The responsible broadcaster must immerse himself in community affairs, Mr. O'Dea declares. And by working around the clock for the community and for the clients' products, the broadcaster builds up a "community awareness" that makes for "marketing awareness . . . because the broadcaster is looking out for the community's best interest. Concrete results, responsive immediate ratings will follow," he says. "And more business, too . . . lots more."

On Programming

"The local station must program for local people," declares Ben McKinnon, vice president and general manager of WSGN Birmingham. The statement was brought about when Lloyd George Venard, president of Venard, Rintoul & McConnell Inc., passed along to the broadcaster various questions posed by several advertising agencies.

Mr. Venard received some frank answers about "modern" programming and "teenage music," including Mr. McKinnon's remark that "no station manager in the country can honestly say what music has the most audience.

"We do not discriminate," Mr. McKinnon continues, "against either the Ricky Nelson style or what the agencies might call 'adult fare.' I do know this—our audience is at its lowest ebb on Sunday when we are giving the type of music that critics of modern radio say is the best. Why don't they buy Sunday morning?"

Asked by Mr. Venard to submit a list of "adult music," the broadcaster agreed —"if you define it." An attempt to "educate" the audience several years ago brought a decline in income and ratings, Mr. McKinnon reveals. "Personally, I don't think any agency man can program Birmingham from any other city and for that reason no one can define adult music.

"The fact that radio is purchased by the numbers is admission from advertising agencies that ratings are produced by people listening to sets. I would hate to try to sell any radio station to a timebuyer by telling him we program the finest music in America but that our ratings are the lowest in the city. No sensible timebuyer would buy on that basis."

Recent Appointments

KHOW Denver and WLOS Asheville, N. C., to Peters, Griffin, Woodward Inc.; KOKE Austin, Tex., and WNTA-AM-FM Newark, N. J., to McGavren-Quinn Corp.; WARM Scranton, Pa., WING Dayton, O., WHBQ Memphis and KTOK Oklahoma City to Robert E. Eastman & Co.; WBIA Augusta, Ga., to Walker-Rewalt Co.; WBNC Conway, N. H., and WKCB Berlin, N. H., to Breen & Ward; WKAB Mobile, Ala., to Venard, Rintoul & McConnell Inc.; WMIC Monroe, Mich., to Devney Inc. (nationally) and Advertising Sales Associates (for Michigan); CJMS Montreal to Stephens-Towndrow (for Toronto). • • •

POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

ADAM YOUNG, INC., *National Rep.*
J. E. Campeau, *President*
GENERAL OFFICES
GUARDIAN BLDG., DETROIT

IT'S OK

IF ADVERTISED ON

WGOK

(On The Air November 1, 1958)

There are approximately 110,000 Negroes in Mobile. This is 47% of the area population, a tremendous potential for added sales. Here is one of the fastest growing markets in the South. The population increase is 62% in the last census. High family income and wide open for increasing sales for your products in this market. You can't be first in sales without the Negro market.

Tested and proven programming to make WGOK the Number 1 Negro station is assured . . . Plus the largest promotional budget ever used by any station in Mobile to get audience attention. New Low rates for inaugural advertisers.

Stars National Inc.

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

TOP SHOWS for TOP PRODUCTS of interest to Women . . .

"*Over the Coffee-Cups*"
with Art Hogan
7:35 AM-8:00 AM
Monday thru Saturday

"*In the Know—with Ron and Jo*"
9:05 AM-10:00 AM
Monday thru Friday

"*Top of the Morning*"
11:30 AM-12 Noon
Limited participations.

Unique programming with feature interest is the hallmark of KFAL-RADIO

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts

report from agencies

Agency Uses IBM System To Simplify Radio Data For Test Campaigns

The complex nature of today's media has prompted many advertising agencies to seek ways of simplifying data for their own use in buying. One such effort is being made by Bryan Houston Inc., New York, which uses an IBM card system to classify and measure the reach and penetration of all media. In the case of radio, the system is often used to select test markets.

Material is assembled in a book called "Major Coverage Study of Media and Markets," which provides market information and circulation coverage data on 700 cities located in 458 countries.

"It is particularly helpful," declares Fred L. Ryner, vice president and research director, "in the selection of areas for special media tests, promotions and spot radio buys. The information is punched on IBM cards and can be readily reproduced for each of our clients in their own sales areas," Mr. Ryner explains. "This involves some 175,000 cards which must be continually updated."

The material for each county includes a list of cities of over 25,000 population, and a list of radio and tv stations which reach that county with the percent coverage of each from the latest Nielsen Coverage Study. Also included is the coverage of a list of daily and Sunday newspapers, Sunday supplements and consumer magazines.

"With our tabulator," Mr. Ryner states, "we can take a bunch of counties and quickly estimate which stations to use" on the basis of:

- Listening population.
- Audience composition.
- Audience overlapping into and out of test area.

"The data on overlapping audiences is obviously important when deciding on a test station," Mr. Ryner notes. "We can't be testing copy in one city and have a different copy approach or a special offer overlapping from a station in a neighboring city."

Mr. Ryner declares that the 1,368 radio stations included in the research account for 68 percent of the total U. S. population, 70 percent of U. S. families and 71 percent of total retail sales. All market quality data, population and retail sales figures are from *Sales Management*.

John Ennis, vice president and media director, adds that while "we generally would not plan a complete radio campaign from the material in the book, it does tend to establish a station's normal performance in a market.

"The uniqueness of this book," Mr. Ennis states, "is in its compactness and the careful selection of the counties included in the data. If a national advertiser is not in these markets, he is not in business." • • •

Fred L. Ryner, Bryan Houston Inc. vice president and research director, checks results of a special media coverage study keyed to a client's specific sales area.

as basic as the alphabet

EGYPTIAN

Remember the Biblical stary af Mases in the bulrushes? The Egyptian picture-sign far *rush* is considered the forerunner af aur madern letter K.

PHOENICIAN

When the Phaenicians ruled the Mediterranean trade-lanes from their legendary cities af Byblas, Tyre, and Carthage, these ancient businessmen adapted the Egyptian sign and made it *kaph* (palm af the hand).

K

GREEK

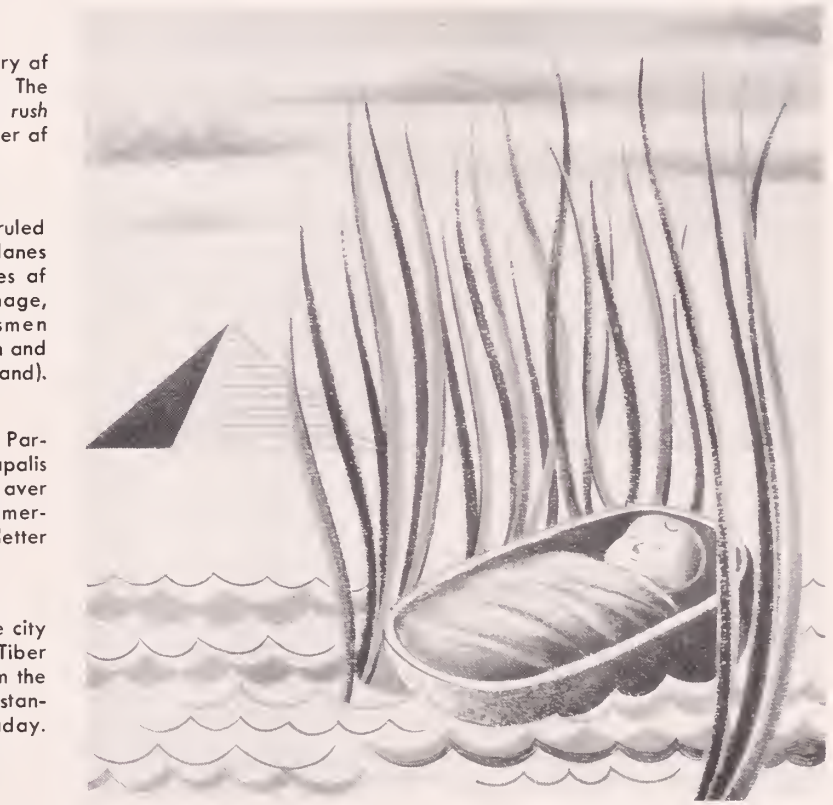
Long befare the majestic Parthenan crawned the Acrapalis in Athens, the Greeks taak aver the mark fram visiting merchants and made it their letter *kappa*.

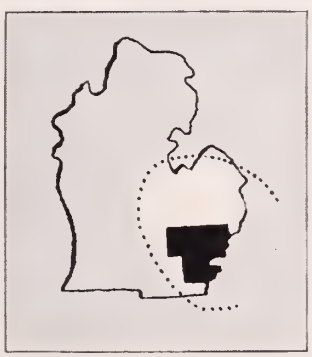
K

ROMAN

Rome was nat yet a large city when dwellers alang the Tiber taak the Greek letter fram the Etruscans and gave it substantially the form we use taday.

Histarical data by
Dr. Danald J. Llayd,
Wayne State University





Key station for Michigan sales and profits

Seventy per cent af Michigan's papulatian commanding 75 per cent of the state's buying power lives within WWJ's daytime primary caverage area.

Keep your product moving by using Michigan's fast-moving radio station. WWJ pleases dealers and distributors with its exceptional sales-power—pleases listeners with its hi-fi sound and up-to-the-minute service.

Keen personalities like WWJ Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—exclusive features like the WWJ radio-vision studios at Northland and Eastland shopping centers—are "naturals" for mid-winter campaigns. Buy WWJ—it's the *basic* thing to do!

AM and FM

WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**

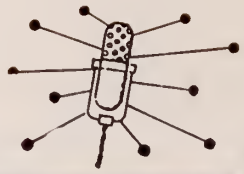
NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

for a
Special Holiday Subscription Offer . . .

see page 67

report from networks



Comments on Network Radio's Apt Commercial Timing; Upswing in New, Renewed Business

"Network radio has an extraordinary advantage in its ability to deliver 'use' commercials at the very time the consumer should be making up his mind about consumption of a product," according to Matthew J. Culligan, executive vice president in charge of NBC Radio.

"This applies to many product categories," he tells U. S. RADIO. "For example, much bottled and canned beer is bought by women in daylight hours Monday through Saturday. Most beer is consumed, however, during quite different hours.

"The beer advertiser employing what we call the 'Engineered Circulation' technique would use one-minute and 30-second commercials aimed primarily at women during the day to pursuade them to buy his brand, and during peak consumption hours would use 30-second and six-second commercials to stimulate consumption."

On the billings front, William K. McDaniel, vice president in charge of NBC Radio network sales, predicts that "our 1958 business will exceed that of our 1957 banner year." Recent orders totalling more than $2,500,000 in net revenue are encouraging, he says, "and equally encouraging is the preponderance of . . . 1959 campaigns." Pacing the sales activity are 52-week orders from the Pharma-Craft Co. and Hess & Clark Inc.

Broadcasting and Government

A solidly based relationship between the local station manager and his congressman can do more to convey the broadcaster's side of the story than reams of testimony before a Senate committee, according to Richard S. Salant, vice president of CBS Inc.

"Washington's analysis of CBS Radio's policies, for instance, can only be based on the cumulative attitudes of legislators and FCC commissioners toward each of you and your stations," he told general managers of CBS-owned radio stations at a meeting in New York.

"They must be told about your program schedule with its many facets of public service. It's the only way they can really know you and your network."

On the business side, CBS Radio reports $3 million in billings highlighted by Lever Bros.' purchase of 22 weekly units of daytime dramas for 52 weeks and American Tyrex Corp.'s buy of various network shows, according to John Karol, vice president in charge of radio network sales.

ABC's Top Sellers

ABC newscasts, Lawrence Welk and a new Saturday night program, *The Story Princess*, have sparked network sales during the fall, John H. White, director of radio network sales, reports. In addition, he announces, seven new advertisers have signed so far in the fourth quarter and six have renewed contracts for ABC Radio shows.

Plymouth Dealers are "highly enthusiastic" about the Lawrence Welk am-tv stereo broadcasts, according to Jack W. Minor, vice president in charge of sales for the Plymouth Division, and the five-city line-up has already been extended to 75 cities throughout the nation.

Affiliation News

KLUB Salt Lake City has re-affiliated with ABC after a 21-month separation. KMBC Kansas City, Mo.; WTVN Columbus, O.; WHSM Hayward, Wisc.; WJMC Rice Lake, Wisc.; WGNS Murfreesboro, Tenn.; KFRM Concordia, Kan., and KMAP Bakersfield, Calif., also have affiliated.

WABI Bangor, Me., has joined CBS as a primary affiliate. Also, KGW Portland, Ore., and KING Seattle have entered affiliation agreements with NBC.

And Keystone Broadcasting System has announced the addition of seven new affiliates, bringing its total to 1,043, according to Blanche Stein, director of station relations. They are: KVON Napa, Calif.; WCLA Claxton, Ga.; WTJH East Point, Ga.; WANY Albany, Ky.; KSRC Socorro, N. M.; KWRD Henderson, Tex., and KARE Puyallup, Wash. • • •

report on FM

Station Activity in Stereo Mounts With Increasing Sales Of Fm Sets a Prime Goal

Radio sound in depth—stereophonic broadcasting—is gaining momentum as the fastest growing innovation in the industry. Combining for the most part am and fm facilities, stations are offering an extra dimension in listening and the public appears to be very interested.

To help sell more fm sets, KELE-FM and KONI Phoenix have added a 30-minute stereo program at 2 p.m. daily to their already heavy stereo schedule. The mid-afternoon show is designed to give dealers an opportunity to demonstrate stereo to customers every day. The Phoenix stations will present a varied musical program, including symphonies, jazz and popular songs. During the recent three-day Phoenix Stereo Fair, KELE-FM and KONI carried almost 10 hours of stereo programming each day.

WRBL-AM-FM Columbus, Ga., has inaugurated its second sponsored stereo show in its effort to excite local interest. Both programs run for 30 minutes, with one broadcast five times a week and one aired seven times. WRBL also instructs its listeners in the minute details of enjoying stereo. An example: "The primary track is broadcast on fm, the secondary on am. The fm set should be placed to the listener's left, the am to the right, in order to get the effect of the natural live arrangements of an orchestra."

Stereo and video sound are also being combined in "triphonic" broadcasts by some stations. WNTA-AM-FM-TV Newark, N. J., has utilized all three media for its *Jazz Party*, a weekly 30-minute program. And WERE-AM-FM Cleveland has joined with tv station WEWS for a three-vehicle show to demonstrate the technique to the Ohio area audiences. The stations are promoting the show with a search for "triphonic triplets" who will be chosen from entries in the broadcasting area.

WHFM Rochester, N. Y., has joined the upstate New York stations that make up the WQXR Network, bringing to a total of 12 the outlets which receive news and music from WXQR-FM New York. At the same time, Elliot M. Sanger, executive vice president of the station, commented on the development of stereo. He called the am-fm transmission "the most practicable method of stereo broadcasting . . . until there is a better method." He was referring to recent developments in stereo broadcasting in which the fm multiplex sub channel is employed.

"Until the FCC determines standards to be used in fm multiplex stereo broadcasts," Mr. Sanger said, "it would be futile for us to adopt a system which might be rendered obsolete by subsequent regulation. As matters now stand," he added, "anyone can have an am and fm set in his home and thereby obtain the benefits of stereo reception without making an additional and experimental investment in a multiplex adapter."

To mark its first anniversary of independent broadcasting, KDKA-FM Pittsburgh ran a contest in which listeners were given a list of 10 symphonies submitted by *Pittsburgh Press* music critic James Ball and asked to guess Mr. Ball's order of preference. The symphonies were played over a two-week period on the 8:05 to 9:30 p.m. *Symphony Hour*. Winners received RCA recordings from Mr. Ball's list, and the grand winner was presented with the complete collection.

A new stereo system that is still in the experimental stage was just unveiled by Dr. James Hillier, vice president, RCA Laboratories. This system will provide full stereophonic sound entirely within the standard am radio broadcast band. Although it is still in the laboratory, the RCA plan will provide stereo from a single transmitter on the am band that can be picked up by a single receiver with matched loudspeakers that are brought into balance with a single control.

Fm Factory Production

Fm factory production for August 1958 totalled 21,335 sets, according to Electronics Industries Association. EIA's first monthly tabulation, for July, showed a total of 11,816. Figures retroactive to January 1958, and just released, show total set production at 134,653. • • •

"We like him because he sells". . .

So writes Marion Adams, Sales Promotion Manager of Sage-Allen's quality department stores in Connecticut.

Who sells? Why WTIC's Ross Miller, of course!

Miss Adams continues . . . "Ross Miller has done a splendid job for us with radio spots and we'd like to have WTIC aware of our appreciation. Ross seems to have a sincere interest in Sage-Allen and in his responsibility to the station.

In other words, we like him—and the way he puts the message across.

We like him *because he sells for us.*"

You'll like the way Ross Miller will sell for you, too.

The Ross Miller Show is on WTIC, Hartford, and reaches every corner of the rich, rich southern New England market via 50,000 watts.

For action, call Henry I. Christal Company.

NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

report from Canada

'Give Your Station A Personality,' Young Tells Canada Group

Adam Young, president of Adam Young Inc. and Young Canadian Ltd., has told Canadian broadcasters that a station must have a distinct personality in order to garner its share of audience. "It is important to the listener to know exactly what to expect when he turns on your station."

Speaking to the Central Canadian Broadcasters Association, Mr. Young suggests that there are three steps involved in creating this personality:

- Decide what segment of the audience you wish to reach and appeal to that group with everything you do.
- Keep all programming under the direct control of top management. Use your program director as a policeman to make sure your air personalities do not vary from your plan.
- Study the surveys to see if you are accomplishing your purpose—and don't disbelieve them if they do not show what you expect. Rather, examine more closely what you are doing.

Personality Elements

There are other important elements in creating this "modern radio" personality besides the type of music played and over-all music vs. talk format, Mr. Young notes. "Music is the most important programming element because it determines what part of the audience you intend to carve out for yourself," he says.

Other elements considered very important by Mr. Young are: Production, disc jockey personalities, news, public service, special services (weather for farmers and time), commercials and promotions.

Mr. Young told the Canadian broadcasters that a representatives' job is basically to sell, not to program the station it represents. But, he says, "we are also involved in programming some stations we represent. Why do we do this? The broadcasting business," he asserts, "is like the manufacturing business. There are two basic parts to it—manufacturing and selling.

"The product is your programming and the more salable the more dollar volume you can expect to do." Before a representative takes on a station today, he says, considerable research is usually done to determine the stations' strength and position. In a market where he would like to represent a station, there may be none of the top ones available. "In such a situation, if a station is available with good physical facilities but little audience," Mr. Young declares, "we will agree to direct the programming of the station."

Personal Radio

Radio today is "a very personal thing," according to Mr. Young, and "salable properties" are those that "have carved out a certain segment of the listeners and appeals to its own listeners all day long.

"Whether you are in your car or kitchen or bedroom or living room, you listen to radio as a companion," he points out. "And you listen to a station with which you feel comfortable. Also, within each family, different members have different companions or stations . . . and as your mood changes you may switch from one station to another."

It is this factor, he states, that makes it so important for the listener "to know exactly what to expect" when he turns on a station. "Each time you change your programming throughout the day," he claims, "you have lost almost a complete turnover in listening audience."

Mr. Young concludes by recalling the remark of a successful U. S. station owner: "Nobody seems to like our programs but the listeners." • • •

radio research

Blair Survey Seeks Keys to Station Image, Vitality, Believability

The most dissected American of them all, the radio listener, is being analyzed even further these days with the growth of qualitative audience measurement.

Such a project was conducted recently when John Blair & Co. commissioned the Eugene Gilbert Co., known for its previous research on teenagers, to make an in-depth study of the Dallas market for KLIF.

"Measuring the full extent to which today's radio stations can entrench themselves in a market is a very real challenge," says W. Ward Dorrell, vice president in charge of Blair research. "But after analyzing the resulting data, we have reason to believe the techniques used in our Dallas survey will really do the job.

"In some quarters there is still a tendency to classify station listening by age groups—to feel that a station can't be popular with parents if it also appeals to their teenage children. To get the facts," he continues, "we commissioned the Gilbert firm to conduct depth interviews which would cover not only the listening habits of persons interviewed, but also their basic attitudes toward all stations serving the market."

Three Basic Areas

The Gilbert people sought to determine listener attitudes in three basic areas:

- Station Image.
- Station Vitality.
- Station Believability.

A total of 498 persons, equally divided between men and women, was interviewed. Respondents ranged from 13 years of age to 45 and over. For means of comparison, responses were later divided into five groups according to age: 13 to 18, 19 to 25, 26 to 35, 36 to 45 and 45 and over. Professors and students of marketing from a local college administered the questioning.

W. Ward Dorrell, v.p. of Blair.

To determine "station image," respondents were given a list of local radio stations and another of people "from all walks of life" divided into six categories (high school and college students, young housewives, older women, business executives, male workers and female workers). Then they were asked to "please match the type of person you think is most likely to listen to each of the stations."

"Station vitality" data was gathered by combining the station list with a set of descriptive terms: "Modern—lively—interesting—old fashioned." Listeners were asked, "Which best fits the following stations?"

To determine the "believability" factor, interviewers posed a question of choice to their respondents. "If you heard conflicting accounts of the same news story on different stations—which of the stations would you believe?"

At present, Blair salesmen report "a very fine reception" for the qualitative type report by agency media and research people, according to Mr. Dorrell. "We have also printed the results of the survey in brochure form for industry distribution," he reveals.

"This is the sort of research we are hoping all leading stations will do," Mr. Dorrell says. "It is our intention to encourage all of our stations to start conducting qualitative research of this nature. The important thing is to help better the understanding and knowledge of radio." • • •

the NUMBER ONE STATION

IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

WEBC

DULUTH • SUPERIOR

See your Hollingbery man

In Minneapolis . . .
See Bill Hurley

CCA MEANS RESULTS

Mr. John R. Henzel, President of WHDL, Olean, New York, stated, in a recent letter to Mr. John C. Gilmore, Vice President of Community Club Services Incorporated, that C.C.A. "in our opinion commanded more interest, wider participation and greater results, than any promotion previously run by WHDL.

John R. Henzel

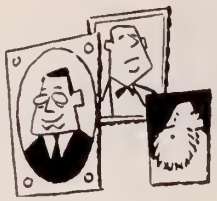
It is a fine campaign, and one that takes a lot of time and hard work, but we feel it has all been justified by the results. We are most happy to have C.C.A. on WHDL and are especially indebted to you for your fine cooperation."

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Ave.
New York 22. N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

GEORGE H. GRIBBIN, senior vice president and copy director, named president of Young & Rubicam Inc. He succeeds Sigurd S. Larmon, who continues as chairman and chief executive.

DAVID C. STEWART, treasurer and senior vice president, named executive vice president at Kenyon & Eckhardt Inc., New York. Other K&E appointments: G. T. C. FRY to vice president in charge of the Detroit office; ROBERT C. BARKER to acting account supervisor; KEVIN KENNEDY to acting senior account executive, and HARVEY J. COMITA to the Los Angeles office as research manager.

JOHN E. MARTIN, copy chief at BBDO, Minneapolis, elected a vice president and R. C. BROWN promoted to manager of the corporate public relations division, BBDO, New York.

DAVID P. CRANE, former vice president and account supervisor with Benton & Bowles Inc., named to similar post at Ogilvy, Benson & Mather Inc., New York.

LEONARD V. COLSON, former advertising director of The Mennen Co., appointed a vice president and member of the plans board at Warwick & Legler Inc., New York.

F. MICHAEL CARROLL, formerly vice president and account executive, J. R. Pershall Co., Chicago, has joined Compton Advertising Inc., Chicago, as an account executive.

MAXWELL SAPAN, former vice president and creative director at Seklemian & North, named to similar post at Bryan Houston Inc., New York. Also, ROY PASSMAN, former manager of NBC tv network program administration, appointed manager of Houston's radio-tv department.

RICHARD D. CRISP, formerly president of Richard D. Crisp and Associates Inc., appointed director of marketing of Guild, Bascom & Bonfigli Inc. He will head new Chicago office.

ERNIE SCHULTZ JR. appointed copy chief and director of radio-tv for James B. Rogers Associates Inc., Baltimore.

FREDERICK J. NABKEY, formerly with Lever Bros., named an account executive at Donahue & Coe Inc., New York.

STATIONS

ERNIE TANNEN, vice president and general manager of WEEP Pittsburgh, named general manager of the Kluge Radio Stations with headquarters in Washington, D. C.

MORTON J. WAGNER, who will continue as executive vice president and director of the eastern division of Bartell Family Radio stations, named general manager of KYA San Francisco.

HUGH K. BOICE JR. named general manager of KWK St. Louis. He will continue as vice president and general manager of WEMP Milwaukee, and as KWK vice president and director.

REID CHAPMAN promoted from general manager of WANE Fort Wayne to vice president and general manager of WANE and WANE-TV.

MAURIE E. WEBSTER, former sales manager of KNX Los Angeles and CBS Radio Pacific Network, named general manager of KCBS San Francisco. He is succeeded by GORDON MASON, former KNX-CRPN director of sales development.

HAROLD F. WALKER, formerly vice president in charge of sales at WDIA Memphis, named vice president and sales manager of the Rounsaville stations with headquarters in Atlanta.

CLAUDE "BUDDY" YOUNG appointed assistant general manager of WEBB Baltimore. He will continue as an on-the-air personality and an executive of the Baltimore Colts professional football team.

CHRIS STOLFA promoted from the sales staff to sales manager of KCMO-FM Kansas City, Mo.

STAN H. EDWARDS, former account executive at WICC Bridgeport, named sales manager of WTRY Troy, N. Y.

JAMES T. BUTLER promoted from assistant manager to manager of WISN Milwaukee. Also HERM SCHNEIDER appointed sales manager.

JERRY M. LANDY, former news director at KDKA Pittsburgh, named director of news and special events for WBZ and WBZA Boston-Springfield.

REPRESENTATIVES

GALE BLOCKI JR., co-founder of Simmons Associates, has joined The Bolling Co. as sales manager of the Chicago office. Also, BILL BAUER, formerly with Forjoe & Co., named an account executive in the Chicago office.

JOHN A. THOMPSON, radio sales manager, elected a vice president of Peters, Griffin, Woodward Inc.

DON WATERBURY, formerly with Broadcast Time Sales, named national sales manager of Rambeau, Vance, Hopple.

JOHN T. HARTIGAN, former timebuyer at MacManus, John & Adams Inc., Bloomfield Hills, Mich., named midwestern sales manager of Broadcast Time Sales.

ROBERT E. GALEN, former director of research and promotion of ABC Films Inc., named to a similar post at McGavren-Quinn Corp., New York. Also, PAUL MURRAY has joined the New York office as an account executive.

FRANK CARLSON, formerly with Forjoe Co., named a radio sales representative at Avery-Knodel Inc., New York.

ALLAN S. KLAMER, formerly broadcast media director of Management Associates, appointed to New York sales staff of Jack Masla & Co.

NETWORKS

S. WILLIAM ARONSON promoted from the cost control unit to administrative assistant to Edward DeGray, ABC vice president in charge of the radio network.

CHARLES M. KINSOLVING JR. named manager of plans development and BARRY T. RUMPLE named manager of rates and affiliations by NBC.

G. E. "BUCK" HURST promoted from account executive in the CBS Radio network sales department to Pacific Coast network sales manager.

Tannen

Webster

Chapman

Wagner

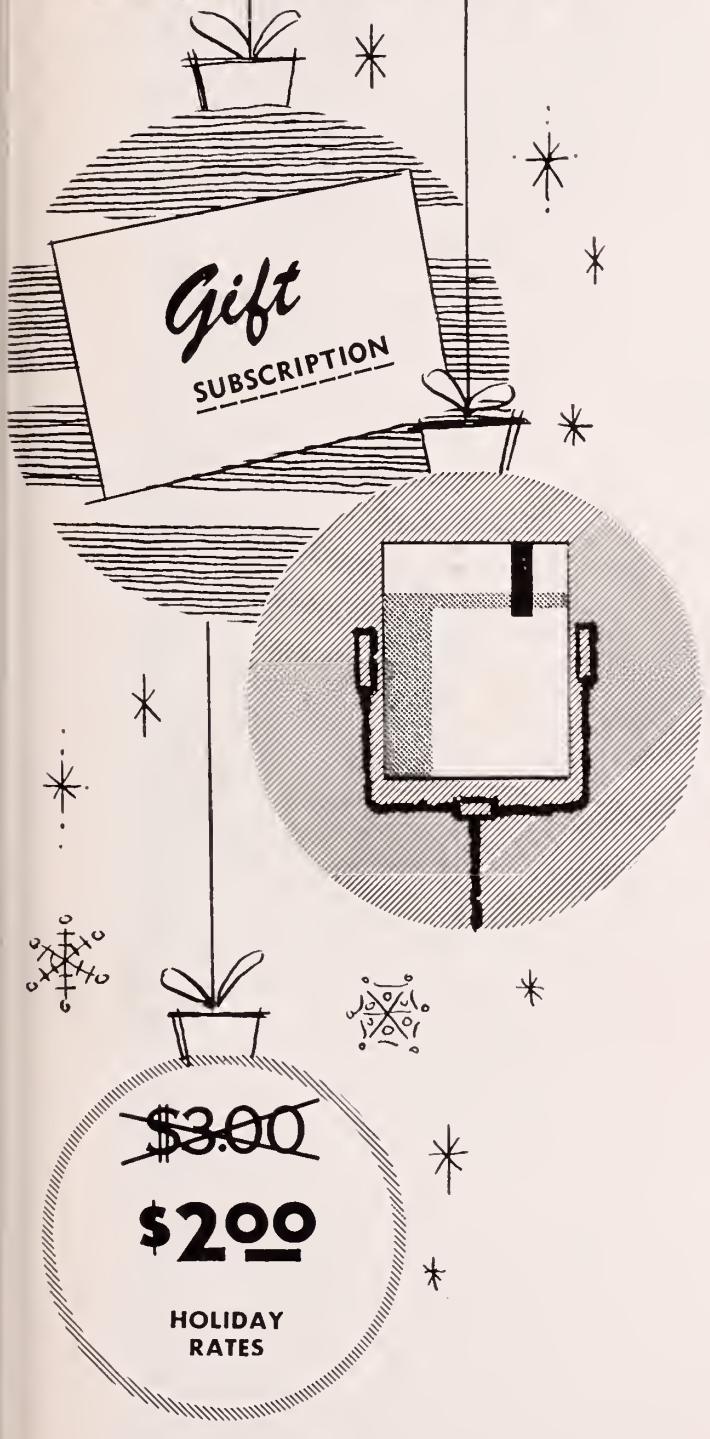
Aronson

Thompson

Crisp

Sapan

Special Holiday Offer



~~$3.00~~

$2.00

HOLIDAY RATES

TO RECEIVE
. . . or have your
friends receive
U. S. RADIO
at the Special
Holiday Rate
Mail this form

NOW!

Would you like to give your friends a Gift Subscription To U. S. RADIO?

. . . at 1/3 Off Regular Subscription Price . . . $2 Instead of $3. And a Gift Card Which Will Be Mailed To Each Recipient.

U. S. RADIO
50 West 57th Street
New York 19, N. Y.

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Ordered by _____, include me in this offer ☐
Company _____
Address _____

Please Bill ☐ Payment Enclosed ☐

Note: If you have additional names please attach list.

EDITORIAL

. . . enhanced negro radio

CONTRIBUTING FACTORS

Aggressive management and selling are among the chief contributing factors to the success of radio in general.

It is for these reasons, too, that the rise of Negro radio during the past decade has become an accomplished fact (see *Negro Radio Tells Its Story*, p. 23).

This specialized form of market appeal has made large strides in terms of national identification and recognition from agencies and advertisers.

One of the most clearly stated views by an agency on the specialized aspects of radio in general is made by BBDO, San Francisco, in a letter to KSAN:

"Burgermeister beer's approach to radio is not to regard it as one medium, but as several media reaching segments of the population in specialized ways. We use Negro radio because such stations program to this important segment of the buying public in a specialized way and we feel this adds a real value to the commercial message inserted in this programming."

LOYAL AUDIENCE

Negro radio has illustrated for the advertiser that it has a "loyal" following.

Returns from stations indicate that the number of national advertisers on their rosters has increased markedly this past year and in recent years.

Of course, Negro radio has its problems. One is to show advertisers that the Negro's economic position is definitely on the rise and that, in fact, the Negro has a high degree of purchasing power.

In this regard, there is one powerful sales argument that Negro radio uses to sway the national advertiser to devote part of his budget to this specialized appeal. According to market studies, the Negro spends at a faster rate. A 1957 study by the University of Pennsylvania shows that in such things as clothing the Negro family spends at the rate of 20 percent more.

There is no doubt that Negro station management through imagination and aggressiveness have carved a place for themselves with national, regional and local advertisers.

RAB SET COUNT: A RADIO BOOST

Radio Advertising Bureau's initiative in designing a set count that will not only show the number of radio sets in the home but also the location of these sets room by room deserves praise. (See *Editorial*, September 1958.)

It has been more than three years since anything along these lines has been attempted. Financed by RAB, the study is being accomplished with the cooperation of Advertising Research Foundation.

Interviews by the U. S. Bureau of Census involving 36,500 households in 330 sampling areas will be staged the latter part of November. The results are tentatively set to be published in May.

This survey will show: Households with household radio sets; households with automobiles and automobile radio sets, and the location of household radio sets.

This RAB-instituted study, which has been in the planning stages for a few months, will be of boundless interest to agencies, advertisers and the radio industry's sales forces.

a unique new(s) service with new techniques—available by wire, tape or FM.

First time for Independents—World-wide news and feature coverage comparable to finest network news service. A fresh program source—a new idea—at realistic cost—to help you sell more and make more money.

Top Overseas and national stories with full Washington coverage.
• schedule is flexible for late-breaking news • daily, short-wave or telephone reports by correspondents in world capitals and trouble spots • excerpts from Presidential, Pentagon and Cabinet news conferences • verbatim highlights of Congressional hearings • important exclusives • actual voices of news makers.

For full details contact: **RADIO PRESS** headquarters,
18 East 50th Street, New York 22, New York—PLaza 3-3822

Correspondents in London, Paris, Rome, Tokyo and major news capitals.

George Hamilton Combs, President • Stewart Barthelmess, Vice Pres. and General Mgr.

NOW... TODAY'S NEWS TODAY!

exclusive for your market...by expert newsmen and well-known newscasters.

RADIO PRESS

RP-1

1771 -N- ST NW
WASHINGTON 25 D.C SUB
USR-DS-19-38-6 20-29 -1

Here's a full house that's hard to beat!

don't try to improve on a hand like this . . .

BUY KSAN and be sure!

(Proven most popular year-after-year by Pulse Negro Audience Survey.)

The KSAN signal goes where the Negro listener lives, works and buys! (Field strength surveys show 260,000 Negro listeners in the KSAN primary Market!)

For more exciting details, such as rates and avails, contact:

STARS NATIONAL, INC.:

East — 400 Modison Avenue
New York 17, N. Y.

Middle West — 35 E. Wocker Drive
Chicogo 1, Illinois

JOHN E. PEARSON COMPANY:

Southwest — 506 Fidelity Union Life Bldg., Dallos, Tex.
Southeast — 508 Glenn Bldg., Atlonta, Georgio
Northwest — Des Moines Bldg., Des Moines, Iowo
West — 3242 W. 8th Street, Los Angeles
58 Sutter Street, San Froncisco

c· buyers and sellers of radio advertising

U.S. RADIO

VOL. 2—NO. 1

DECEMBER
1958

35 CENTS

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Air Commercials
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ND: PART II
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ng New Clients
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Jules Rudominer
o Auto Accessories
Spend $750,000
959 Radio Campaign
page 32

OKLAHOMA CITY'S
ONLY
50,000 WATT
RADIO STATION
IS NOW A
STORZ STATION

Watch Storz Station proven *programming* team up with 50,000 watt (clear channel) *coverage* to create the big, bright new radio buy in America's *48th market.* Talk to KOMA General Manager Jack Sampson.

THE NEW
KOMA
50,000 WATTS
clear channel
Oklahoma City

one of the STORZ STATIONS WDGY, *Minneapolis-St. Paul* | WHB, *Kansas City* | KOMA, *Oklahoma City* | WTIX, *New Orleans* | WQAM *Miami*

Todd Storz, President. Home Office, Omaha • WDGY, WHB, WQAM represented by John Blair & Co. WTIX represented by Adam Young Inc.

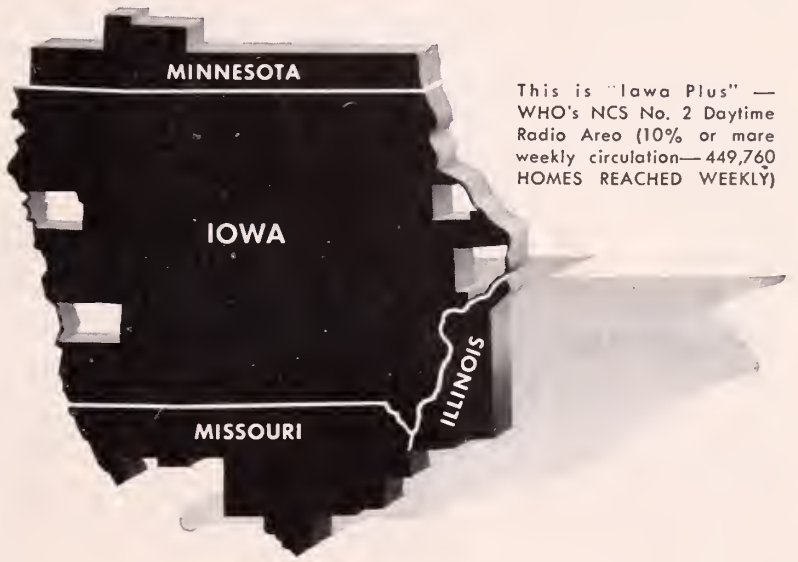
ALL-CANADA RADIO and TELEVISION LIMITED

representing Canada's leading Radio & Television Stations

Distributors of the world's finest Radio and Television Programs

MONTREAL · TORONTO · WINNIPEG · CALGARY · VANCOUVER

This is America's 14th LARGEST radio market



This is "Iowa Plus" — WHO's NCS No. 2 Daytime Radio Area (10% or more weekly circulation — 449,760 HOMES REACHED WEEKLY)

WHO alone gives you "Iowa Plus"!

Only thirteen areas in the U. S. give you a bigger one-station market than WHO's "Iowa Plus"!

And it's a GOOD market. Its farmers own more than 25% of all the Grade A agricultural land in America — average $11,500 of income per year. Yet *non*-farm income is TWO times larger than agricultural income in Iowa!

WHO's coverage area contains 61 *other* Iowa radio stations (and many outside the State). Yet Iowa's radio listeners give WHO a 22.6% share of all listening quarter-hours, daytime (and 28.4%, nighttime) — *more* than given the next FOUR stations combined, either day or night!

The cost of covering this great audience with WHO Radio (one 1-minute spot, Class A time) is $65. The same time on the next four stations costs $84, or 30% more, for *less* audience.

Let PGW tell you the whole story of WHO.

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.,
National Representatives

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

takes plenty of know-how

Here's perfect coordination between man and mount. Makes the roping job seem simple, although it takes plenty of Know-How. And in any major market, it's the perfect coordination of many complex program elements that keeps a big percentage of radio sets virtually roped-and-tied by habit to one leading station. Local Radio Programming, the vibrant force behind Spot Radio's spectacular growth, demands great creative skill on the part of station-management – skill in developing an overall program structure that consistently builds maximum audience for the stations – and sales for its advertisers. It is a difficult exacting job, but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by

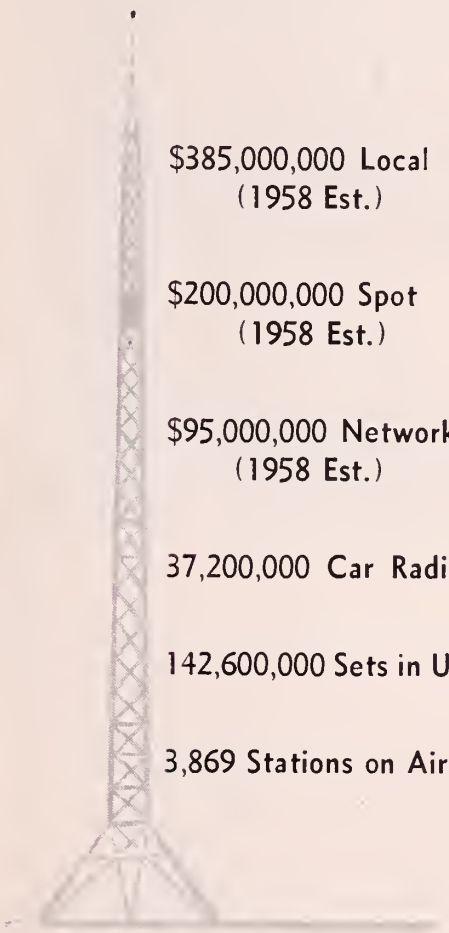
THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price $1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York ... WABC	Washington ... WWDC	Miami ... WQAM	San Antonio ... KAKI	Wheeling-Steubenville ... WWVA
Chicago ... WLS	Baltimore ... WFBR	Kansas City ... WHB	Tampa-St. Petersburg ... WFLA	Tulsa ... KRMG
Los Angeles ... KFWB	Dallas-Ft. Worth ... KLIF-KFJZ	New Orleans ... WDSU	Albany-Schenectady-Troy ... WTRY	Fresno ... KFRE
Philadelphia ... WFIL	Minneapolis-St. Paul ... WDGY	Portland, Ore ... KGW	Memphis ... WMC	Wichita ... KFH
Detroit ... WXYZ	Houston ... KILT	Denver ... KTLN	Phoenix ... KOY	Shreveport ... KEEL
Boston ... WHDH	Seattle-Tacoma ... KING	Norfolk-Portsmouth-Newport News ... WGH	Omaha ... WOW	Orlando ... WDBO
San Francisco ... KGO	Providence-Fall River-New Bedford ... WPRO	Louisville ... WAKY	Jacksonville ... WJAX	Binghamton ... WNBF
Pittsburgh ... WWSW	Cincinnati ... WCPO	Indianapolis ... WIBC	Nashville ... WSM	Boise ... KIDO
St. Louis ... KXOK		Columbus ... WBNS	Knoxville ... WNOX	Bismarck ... KFYR

Radio's Barometer



$385,000,000 Local (1958 Est.)

$200,000,000 Spot (1958 Est.)

$95,000,000 Network (1958 Est.)

37,200,000 Car Radios

142,600,000 Sets in Use

3,869 Stations on Air

Spot: Adam Young, president of Adam Young Inc., radio station representatives, reports that revenue for its represented stations has increased for the first nine months of 1958. "Our company's billing, as reported to SRA," he declares, "has climbed by 77 percent over the corresponding period of 1957."

Network: Both NBC Radio and CBS Radio have reported new billings. A renewal and four orders in one week totaling $1,260,000 in net revenue gave NBC one of its "most active sales weeks" of 1958, reports Matthew J. Culligan, executive vice president in charge of NBC Radio. Biggest buy was a 52-week order by Brown & Williamson Tobacco Corp. for Viceroy. CBS reports $325,000 in billings, with big orders from General Electric, Plough Inc. and The Texas Co. (see *Report from Networks*, p. 55).

Local: For the third quarter of 1958, net profit from station operations for Storer Broadcasting Co. was $866,792 compared to 1957 figures for the same period of $820,008. Net profit for the first nine months of 1958 was $2,596,412 (after taxes but before non-recurring losses), the latest stockholder's report shows. This compares to a $3,286,776 profit for the same period in 1957. Losses suffered by the company through the closing of WVUE, a Philadelphia-Wilmington tv station, brought down the company's nine-month net profit. The entire tv loss, $4,709,063, was written off in the third quarter, President George B. Storer discloses.

Stations: Total stations on the air, both am and fm, increased again in November—to 3,869, up 18 over October—and up 179 over the same period a year ago. The totals:

	Commercial AM	*Commercial FM*
Stations on the air	3,307	562
Applications pending	452	33
Under construction	98	111

Sets: Total set production including car radios for September was 1,567,135 (for nine months—8,178,821), according to Electronics Industries Association. Total auto radio production for September was 489,738 (for nine months—2,383,551). Total set sales excluding car radios for September were 792,596 (for nine months—4,903,676). Transistor sales for September were 5,076,443 with a dollar value of $10,811,412 (for nine months—30,387,277 with a dollar value of $70,230,195). The transistor figure for September is up 20 percent over August, EIA reports. Fm set production for September totaled 41,408 (for nine months—176,061). (See *Report on FM*, p. 56).

POWER
to penetrate!

POWER . . . 50,000 watts of it . . . **PROGRAMMING** . . . news and music all day long. That's the secret that's made CKLW such a powerful penetrating force for advertisers selling this region. Best buy for you, too.

ADAM YOUNG, INC., *National Rep.*

J. E. Campeau, *President*

GENERAL OFFICES
GUARDIAN BLDG., DETROIT

for buyers and sellers of radio advertising

U.S. RADIO

DECEMBER - 1958 **VOL. 2 - NO. 12**

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the beginning was

the radio buy...

then came the

merchandising!

A leading national advertiser with a special sales problem found Keystone the logical solution to the problem. They selected Keystone because, as they said "Our Keystone buy was like spot radio, in as much as we picked *exactly the markets* we wanted to pinpoint! And in addition, Keystone's STRENGTH IN MERCHANDISING tie-ins and in enlisting local dealer support served as a bonus to the buy." Yes, the beginning was the Radio Buy . . . and THEN CAME THE PLUS MERCHANDISING!

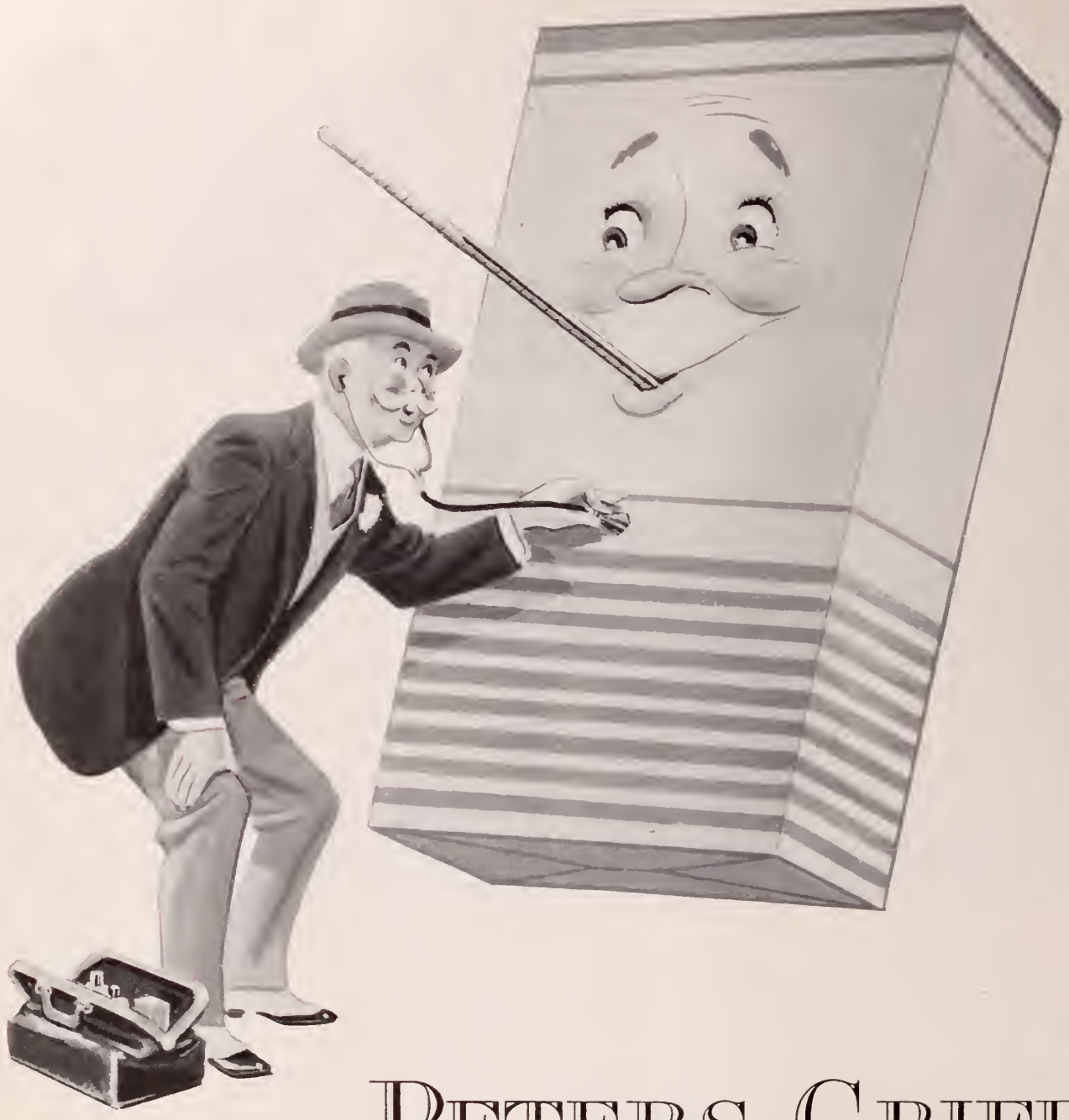
"*Money alone couldn't buy what we got in this campaign,* the advertiser said—*and as for results, we've seen definite evidence of a sales turn,*" he concluded.

Keystone's 1046 stations reach a spectacular 86% of the rich rural market!

Send for our new station list

CHICAGO	NEW YORK	LOS ANGELES	SAN FRANCISCO
111 W. Washington	527 Madison Ave.	3142 Wilshire Blvd.	57 Post St.
STate 2-8900	ELdorado 5-3720	DUnkirk 3-2910	SUtter 1-7440

- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.



PETERS, GRIFFIN

SPOT RA

NEW YORK	**CHICAGO**	**DETROIT**	**HOLLYWOOD**
250 Park Avenue	Prudential Plaza	Penobscot Bldg.	1750 N. Vine St.
Yukon 6-7900	Franklin 2-6373	Woodward 1-4255	Hollywood 9-1688
ATLANTA	**DALLAS**	**FT. WORTH**	**SAN FRANCISCO**
Glenn Bldg.	335 Merchandise Mart	406 W. Seventh St.	Russ Building
Murray 8-5667	Riverside 7-2398	Edison 6-3349	Yukon 2-9188

Pioneer Station Representatives Since 1932

Take your SALES TEMPERATURE FAST with SPOT RADIO

There's no need to wait until an advertising campaign has been completed before judging its sales success. **SPOT RADIO** alone, gives advertisers the opportunity to get started in a market quickly, and to judge sales progress *while the campaign is running.*

PGW Colonels are always ready to assist with individual market information, and then follow through with local progress reports that help judge copy effectiveness, coverage patterns, and audiences reached—information that permits strategy adjustments before a campaign has "run its full course."

THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KHOW—Denver	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wisc.	1,000
WMBD—Peoria	5,000

East

WBZ + WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

WOODWARD, INC.

D I O

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WLOS—Asheville	5,000
WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000

This ad ran as a full page in The Jacksonville Journal and The Florida Times-Union on November 2

THANK YOU JACKSONVILLE!

In one short month you've put

WMBR FIRST

in radio audience!

according to studies made by the Market Research Dept. of the Western Union Telegraph Co. in September and October, 1958.

Here's why we're 23% ahead* of our nearest competitor!

★ WMBR has Florida's most complete radio news bureau . . . geared to bring you all the local news *when it happens* plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.

★ WMBR has Jacksonville's best team of announcers. Hear the Harper Boys—Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock at midday and on weekends.

★ WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.

★ WMBR has Jacksonville's best cash-awarding, fun-filled games and contests. You can win from $50 to $1000 from "WMBR Dollars"!

★ WMBR brings you Jacksonville's best football coverage—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins!

★ WMBR brings you the best in radio entertainment . . . all the exciting adventures, thrilling dramas and sparkling variety shows presented by the CBS radio network.

Here are the voices of WMBR

as shown above, left to right

DON SMITH
WMBR News Director

LARRY PATRICK
WMBR News Editor

ARTHUR GODFREY
Mon. thru Fri. 10 to 11 AM

TOM LOGUE
WMBR Editorial Research Director

ROBERT Q. LEWIS
Mon. thru Fri. 8 to 8:30 PM

CHARLES SCHON
WMBR Newscaster

DOUG EDWARDS
Mon. thru Fri. 7:35 PM

DICK STRATTON
WMBR Sports Director

PAUL MILLS
WMBR Newscaster

LOWELL THOMAS
Mon. thru Fri. 6:45 to 7 PM

JIMMIE HARPER
Mon. thru Sat. 6 to 10 AM

EDWARD R. MURROW
Mon. thru Fri. 7:45 to 8 PM

JACK MOCK
Mon. thru Fri. 11:05 to 12 Noon

TOMMY HARPER
Mon. thru Fri. 3:30 to 6 PM

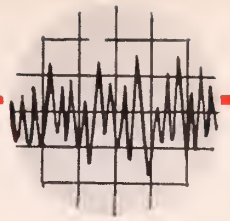
ROBERT TROUT
Sundays 10 AM, 12 Noon, 5 PM

RICK HOLLISTER
Mon. thru Sat. 8:35 to 10:45 PM

Starting January 1

WMBR radio will be represented nationally by JOHN BLAIR & COMPANY

soundings



Campbell Soup Ups Radio Use From $500,000 to $1 Million

Campbell Soup Co. is reported doubling its expenditures for spot and network radio in 1959. Billings, now an estimated $500,000, are expected to increase to more than $1 million. Agency for Campbell Soup Co. is BBDO Inc., New York.

AM Radio Sales Corp. Slated To Represent WBC Radio Stations

Westinghouse Broadcasting Co. radio stations make the changeover from Peters, Griffin, Woodward Inc. (see *Soundings*, July) to AM Radio Sales Corp., partially owned by WBC, on July 1, 1959. Stations are WBZ Boston, KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne and KEX Portland, Ore. WIND Chicago has been represented by AM Radio Sales since the firm was established in 1951.

New Package Plan for Fm Buys Introduced by Fm Representative

A new package plan permitting agencies to buy two, three or four fm stations in the same market or area with one order and with special "network" discounts is under way by FM Unlimited Inc., Chicago fm-only station representative. The plan's first advertisers are using it in the Chicago-Milwaukee area, the representative firm reports, with stations of varying formats selected.

Enthusiasm for Network Radio Reported by Robert Sarnoff

"Not even in radio's balmiest days did we command more enthusiastic or more solid support" from affiliates, says Robert Sarnoff, NBC board chairman. In his monthly letter to the press, Mr. Sarnoff points to a rise of 20 percent in commercial business as well as increased station clearance for network offerings (76 percent last year to 86 percent this year) and an increase in affiliate compensation rate as reasons for the support.

Dates of 1959-1960 Meetings Set By Broadcasters' Promotion Assn.

Dates for the fourth and fifth annual conventions of the Broadcasters' Promotion Association have been set by the board of directors during the Chase Hotel, St. Louis, meetings just concluded (see *BPA Memo*, p. 49). The 1959 meeting will be held November 2, 3 and 4 and the 1960 convention on November 7, 8 and 9. Site for the 1959 meeting will be Philadelphia.

Radio Reaches More Adults Two Thirds of Day: RAB

Radio reaches more adults than tv during two thirds of the broadcast day, according to a study made for Radio Advertising Bureau Inc. by The Pulse Inc. Called "Adult Audience Patterns," the report on radio and tv audiences in 27 major markets states that the average adult audience during that period is nearly twice as high as tv's. The RAB booklet also declares that, day or night, better than 85 out of every 100 radio listeners are adults.

All Transistor Clock-Radio Put on Market By Zenith

The "Golden Triangle," a clock-radio entirely battery powered and transistorized, has been put on the market by Zenith Radio Corp. The am radio has a "long distance transistorized chassis." Using four mercury flashlight batteries, the receiver operates up to 400 hours on one set of cells, Zenith says, and the clock needs no winding and runs a year before its single, separate flashlight "D" battery needs replacement. It can be set as a "wake-up" alarm.

How do you measure

Here are two "yardsticks" that show how **WGN RADIO** *measures up:*

NIELSEN COVERAGE SERVICE No. 2

Total Radio Homes in Area	4,939,780	**WGN** leads by	**975,540**
Homes Reached Day or Night			
Monthly	1,663,050	**WGN** leads by	**336,450**
Weekly	1,497,710	**WGN** leads by	**268,930**
Daytime Circulation			
Weekly	1,349,700	**WGN** leads by	**221,420**
Daily	826,580	**WGN** leads by	**20,810**
Nighttime Circulation			
Weekly	850,440	**WGN** leads by	**224,000**
Daily	465,440	**WGN** leads by	**109,430**

REACHING MORE HOMES THAN ANY

WGN RADIO — 441 North Michigan

Chicago Radio Stations?

NIELSEN, SEPTEMBER 1958 NSI REPORT*

Quarter Hour Firsts (Entire Week)	**WGN 1st**
Average Quarter Hour Audiences:	
Entire Week (6:00 A.M.-12 Midnight)	**WGN 1st**
Afternoons (12 Noon-6:00 P.M. — Entire Week)	**WGN 1st**
Nighttime (6:00 P.M.-Midnight — Entire Week)	**WGN 1st**
Weekends (Sat.-Sun., 6:00 A.M.-7:00 P.M.)	**WGN 1st**
(Sat.-Sun., 6:00 A.M.-Midnight)	**WGN 1st**
(Fri., 6:00 P.M. — Sun., Midnight)	**WGN 1st**
Noontime Farm Audiences (Non-Metro)	**WGN 1st**

*Station Total Homes

OTHER CHICAGO RADIO STATION

QUALITY RADIO WGN TELEVISION INTEGRITY

Avenue, Chicago 11, Illinois

time buys

American Home Products Corp.

Agency: *Young & Rubicam Inc., New York*

Product: CHEF BOYARDEE PIZZA

With students on vacation from school during the Christmas holidays, a special two-week promotion in 70 markets is being aimed at these pizza consumers. The campaign starts December 22 comprising minutes only. Adelaide Hatton is the timebuyer.

Blue Ribbon Foods

Agency: *Howard, Mintz & Venet, Irvington, N. J.*

Product: DUNCAN HINES QUICK COOKING RICE PUDDING

Increased distribution of this new product since it was introduced last summer is expected to prompt new spot radio purchases in the enlarged Philadelphia-New England-New York market area, the agency indicates. Gratified with the results of radio in introducing the pudding in New York, the food firm is presently considering plans for more widespread usage of the medium in 1959. Zal Venet is supervising the buying.

Ceribelli & Co.

Agency: *The Ellington Co., New York*

Product: BRIOSCHI

About 75 percent of the advertising budget is going to spot radio in 1959 for this effervescent preparation. The radio drive will include 34 stations in 18 cities plus a concurrent campaign on Italian-language stations in eight major markets (see *Brioschi Broadens Market to Battle With 'Giants,'* p. 24). Mary Dowling is the timebuyer.

Commonwealth Industries

Agency: *Gabriel Stern Inc., Boston*

Product: MOTOR-ZOOM

An oil additive introduced to major markets throughout the country in July, the product takes to radio for the first time this month in a 13-week spot saturation drive. Morning and afternoon driving periods in the Chicago and New York areas are being utilized. Time has been purchased on two Chicago stations and three New York outlets. Herbert Stern, vice president of the agency, is handling the buying.

Ford Motor Co.

Agency: *J. Walter Thompson Co., New York*

Product: GALAXY

Musical ET's introducing Ford's latest model, the Galaxy, heralded the appearance of the new car on December 4 and continue during a two-week spot radio campaign in "important" markets across the country. The lyrics refer to the "most beautiful wedding of the year" in describing the Galaxy, which the agency terms "the marriage of the Thunderbird and the Fairlane 500" —and represents Ford's answer to Chevrolet's Impala model. Allan Sacks is timebuyer for the account.

Hill Bros. Coffee

Agency: *N. W. Ayer & Son, Philadelphia*

Renewing its co-sponsorship of the five-minute *Frank Goss News* program on the CBS Radio Pacific Network, this coffee-maker goes into another 52-week cycle on radio. The campaign consists of 22 stations in as many markets, starting December 1. Hills Bros. has distribution from the Pacific Coast to Cleveland. Paul Kizenberger is the timebuyer.

Kelvinator Division of American Motors Corp.

Agency: *Geyer Advertising Inc., New York*

Product: ELECTRICAL EQUIPMENT

The spot campaign that took a hiatus during the holiday season will pick up again at the beginning of the year. The "coast-to-coast" drive, using one-minute spots, will extend for 12 alternate weeks. It originally began November 3 and ran for a few weeks (see *Time Buys,* November 1958). Betty Powell is the timebuyer.

K.L.M. Royal Dutch Airlines

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., New York*

The agency is considering a short but intensified spot campaign in eight markets. William Hunter is the timebuyer.

Lever Bros. Inc.

Agency: *Foote, Cone & Belding Inc., New York*

Product: AIR-WICK

A two-weekend pre-Christmas drive on NBC Radio's *Monitor* takes place the weekends of December 5 and 19. About 50 spots are used in each case. Pete Bardach is handling the buying.

Milton Bradley Co.

Agency: *Charles W. Hoyt Co., New York*

Product: GAMES AND TOYS

Grown-ups struggling with the question of what to buy Junior (or his sister) for Christmas are the target of a month-long radio campaign now being conducted by this company to promote its game line. The series, reaching 32 markets via

as many stations, consists of one-minute spots at a frequency of 20 to 30 a week depending on the market. Timebuyer is Doug Humm.

Penick & Ford Ltd. Inc.

Agency: *BBDO, New York*

Product: MY-T-FINE CHIFFON PIE FILLING

The four-week schedule of radio spots concentrated in the New York area which this dessert firm launched November 4 was extended a week to "sweeten" the impact of a last-half "three-in-three" deal—the customer was invited to send in the tops of any of the three My-T-Fine chiffon fillings (chocolate, orange and lemon) recently introduced on the market, and receive back his full purchase price plus postage. Results of the campaign, conducted over eight New York stations, hadn't been tallied at press time. The "three-in-three" was injected into the radio copy midway in the extended schedule, the offer being aired for two and a half of the five weeks. Elsewhere across the country the new pie filling has been introduced to the market during the past six months with the help of straight spot copy—no special inducements. The November campaign in New York was a "second go" in that area to push the product. Ted Wallower is the timebuyer.

Pepsi-Cola Co.

Agency: *Kenyon & Eckhardt Inc., New York*

Changing key to the new "Be Sociable—Have a Pepsi" theme song, this soft drink producer is currently planning its 1959 campaign to include "extended" radio spot campaigns, according to John Soughan, vice president—advertising, of the firm. The definite schedule of when, where and how much won't be completed, however, until late December, says Helen Levendis, agency timebuyer. The new campaign "represents a logical step in the development of Pepsi-Cola's product image," the company explains, in describing the transition from its previous "Light Refreshment" theme. Pepsi is currently on the air in an all-network promotion reportedly costing about $500,000 and running for 14 weeks—it started September 17 and continues through Christmas (see *Time Buys*, October 1958).

Prince Matchabelli Inc.

Agency: *Morse International Inc., New York*

This cosmetics and perfumes firm, a subsidiary of Vick Chemical Co., is on an intensified 50-market spot radio campaign that started November 24. It runs for four weeks and consists of 60's. Mary Ellen Clark is the timebuyer.

Rayco Manufacturing Co.

Agency: *Emil Mogul Co., New York*

In addition to extensive use of spot radio in about 54 markets, the company is negotiating an extensive network buy for the first time (see *Rayco's Speedy Growth Traced to Radio Use*, p. 32). Lynn Diamond is the timebuyer.

RCA Victor Radio-Victrola Division of RCA

Agency: *Kenyon & Eckhardt Inc., New York*

Product: VICTROLA

To catch the ear of Christmas shoppers, this company is promoting its record players via a three-week radio campaign that started November 28. The one-minute daytime spots are being aired from 10 to 15 times a week over approximately 85 stations in about as many markets. Timebuyer is Edward Kobza.

Seaforth Division of Prince Matchabelli Inc.

Agency: *Morse International Inc., New York*

Product: MEN'S TOILETRIES

A special Christmas promotion in 50 markets is running for three or four weeks depending on the area. Minute announcements are being utilized. Mary Ellen Clark is the timebuyer.

Shulton Inc.

Agency: *Wesley Associates Inc., New York*

Product: TOILETRIES

A radio-user year-around, this firm has switched its copy line to the Christmas theme for pre-holiday promotion over the 80 stations it utilizes in 48 markets. Joseph Knap, media director for the agency, supervises timebuying.

Tetley Tea Co.

Agency: *Ogilvy, Benson & Mather Inc., New York*

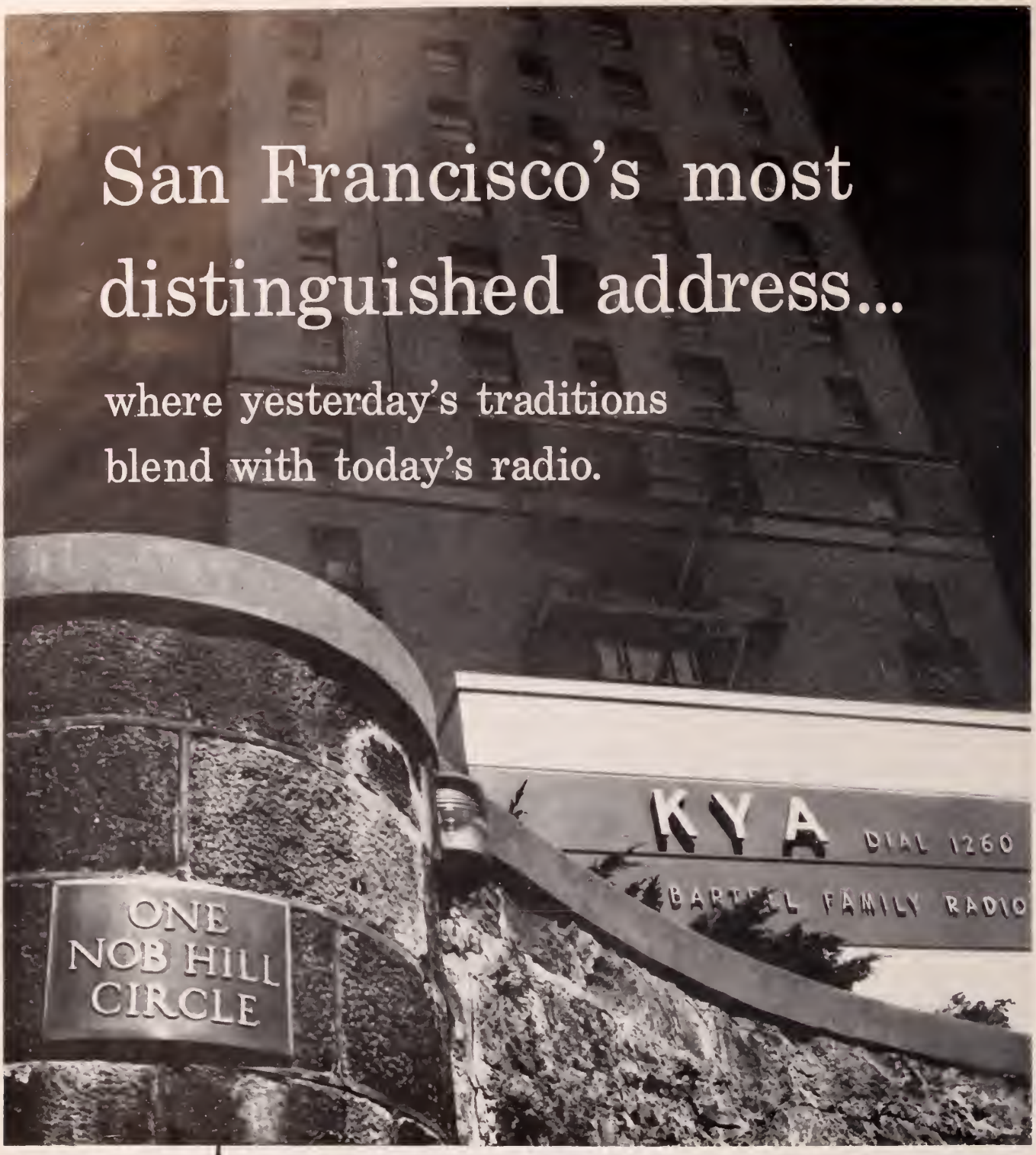
A heavy spot radio campaign in about 90 markets gets under way January 5. Comprising daytime minutes to reach the housewife, the drive will run for 13 weeks to about April 4. Bob Karlan is handling the buying.

Westinghouse Electric Corp. Tv-Radio Division

Agency: *Grey Advertising Inc., New York*

Product: RADIO-PHONOGRAPHS

The "Christmas gift" idea is getting a strong radio push in a four-week schedule of spot announcements for this Westinghouse product. The campaign started November 24 and runs through December 19 in 29 cities. An average of two stations per city are carrying the 40 to 50 announcements a week.



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

washington

Election Alters Broadcast Picture in the Senate . . .

The Democratic landslide of last month will have a marked effect on broadcast legislation in the upcoming 86th Congress. Changes on the Senate side are more extreme than in the House. Most startling defeat of the election, from an industry standpoint, was that of Senator John Bricker (R-Ohio). He had already made it clear he intended to re-introduce his pet broadcast legislation for the regulation of networks. Senator William Langer (R-N.D.), dedicated advocate of banning alcoholic beverage advertising from the air, held his senatorial post assuring a renewed effort in this direction in the 86th Congress. Senator Charles Potter (R-Mich.), who has been a strong proponent of a radio spectrum study, was not re-elected.

. . . But House Power Stays In Familiar Hands

Representative William Bray (R-Ind.), author of radio spectrum study legislation in the House, retained his seat. One of his political colleagues, Kenneth Keating (N.Y.), who endorses the exemption of professional sports from anti-trust laws, will be absent from the House. He was elected to the Senate.

. . . Some Changes Made On Legislative Oversight Unit

Representative Oren Harris (D-Ark.), who gained national prominence as chairman of the Legislative Oversight Subcommittee of the House Commerce Committee (of which he is also chairman), was voted back to Congress as were his 17 fellow Democrats on that subcommittee. Republicans lost seven seats on Legislative Oversight—three retirements and four defeats. Representative Emanuel Celler (D-N.Y.), who believes in an anti-trust exemption for professional sports when reasonably necessary, was also re-elected to Congress. Representative Celler has recently voiced the opinion that he sees no objection to hard-liquor advertising on the air.

Hard-Liquor Commercials: Problems Are Many

The liquor advertising dilemma may cause an even greater stir in the 86th Congress than it has in other sessions. WOMT Manitowoc, Wis., recently forced the liquor issue into temporary limelight with an announcement that the station would begin to carry liquor commercials. And WCRB-AM-FM Waltham, Mass., now accepts vodka advertising (see *Commercial Clinic*, p. 47).

Station Reverses Stand, Will Not Accept Liquor Ads

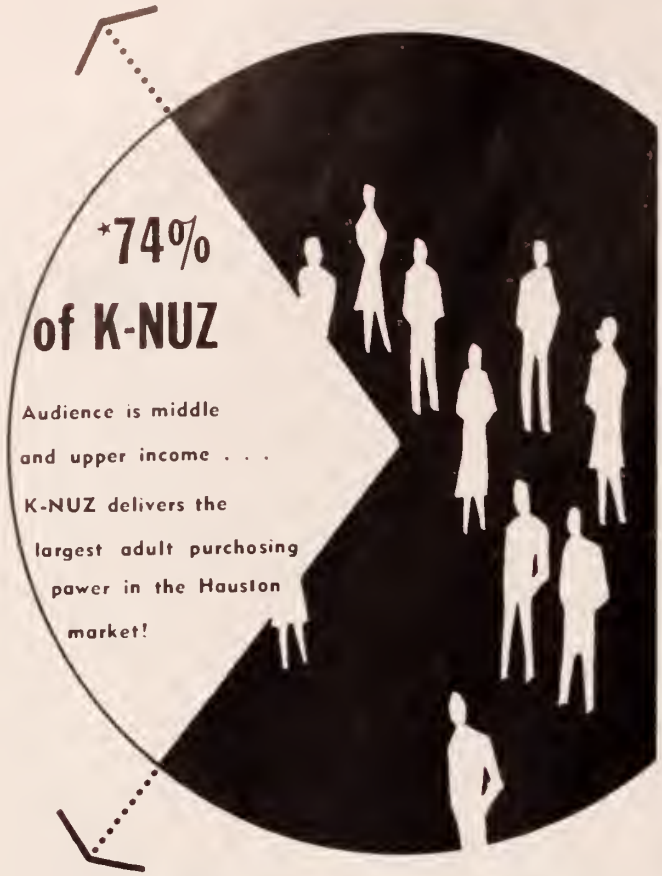
WOMT, however, later reversed its stand and will not now accept liquor commercials. The station said it yielded to pressures "outside" the industry. The feeling at the NAB is that the legislative complications of hard-liquor advertising will hardly justify the revenue.

Harvard Seminar Proposed On Broadcast Problems

Stations are being sounded out by letter from NAB on their reaction to a proposal for a July 6 to 17 management seminar at Harvard. Registrants may count on spending approximately $500 for the two-week course. The fee will cover all necessary expenses excluding transportation to the university. The staff of the Harvard Graduate School Of Business Administration will conduct the seminar. Fundamental broadcast management problems will be the core of the meeting with emphasis on such

Another 1st for K-NUZ

7 DAY a WEEK PROGRAMMING



Beamed at the Buying ADULT AUDIENCE . . . SOLD by Proven Air Personalities!

*Special Pulse Survey (Apr.-May, 1958)
Nielsen (June, 1958)

Week ends or weekdays, every day is a good day to merchandise your product on K-NUZ. Now . . . Monday through Sunday—*every day at the same time*—radio's top showmen entertain and sell the No. 1 *growing* K-NUZ audience!

K-NUZ has the No. 1 nighttime audience, too! The entire staff of DJ's take over on hour each throughout the night from 12 Midnight to 6 AM, keeping K-NUZ Houston's most wide awake, most listened to—all night radio station.

AIMS — Association of Independent Metropolitan Stations

STILL THE LOWEST COST PER THOUSAND BUY!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
Forjoe & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta

In Houston:
Call Dave Morris
JA 3-2581

facets of the broadcasting business as product development and financial control.

FCC Reports Bumper Crop Of Section 315 Woes

This was a blue-ribbon year for Section 315 (political broadcasting) headaches, according to the FCC, which was snowed under with appeals from stations during the past campaign. The utter chaos—particularly in an election year—which is caused by the law governing free and/or paid political time is seen as proof that the provision lacks clarity. A recent decision by the U. S. Supreme Court to take a thorough look at Section 315 might result in long overdue alterations or perhaps even repeal of the law. Because of the quantity of appeals as well as the various hands through which they pass at the FCC, no accurate tabulation is kept of the total number of queries that were received from stations and candidates.

Daytimers Still Plead For More Air Time

The Daytime Broadcasters Association won't take no for an answer. The association has asked the FCC either to reconsider DBA's original request to extend a daytimer's operating hours from 5 a.m. (or sunrise) to 7 p.m. (or sunset) or approve a modified plan whereby a daytimer could broadcast from 6 a.m. to 6 p.m. Two months ago, the commission turned down the DBA petition, claiming that broadcast service would actually be limited rather than expanded if a longer broadcast day were authorized for daytime stations. DBA immediately charged that clear channel interests had undermined its case before the FCC with theoretical data rather than fact.

Comment Increases on Clear Channel Power Hike

The record in case for more power for the clear channel stations continues to expand at the FCC. Networks seem in agreement that the material on hand at the commission is not complete or current. NBC further held that no change be effectuated without hearings on all Class 1A stations on an individual basis.

the *Silver Mike*

THIS MONTH:

JOHN F. AMBROSE

Executive Vice President
Sterling Silversmiths Guild of America

'Radio A Natural Asset For Attitude-Changing'

An industry trade association, whose members are not radio advertisers individually, has turned to the sound medium for a three-year public relations campaign to alter the "many unfavorable attitudes" about its products. And at the forefront of the campaign is John F. Ambrose.

Mr. Ambrose is the executive vice president and chief operating official of the Sterling Silversmiths Guild of America, an organization of 13 brand-name advertisers and silver suppliers. His job: "To create awareness for sterling silver in the minds of women by registering its image as desirable and important in the modern concept of living."

Radio was chosen for the job with the guild putting 100 percent of its advertising budget into the medium. "Our agency, Fuller & Smith & Ross Inc., sold us on the flexibility of radio, on its selectivity in terms of the audience we wanted to reach and its informality as a natural asset for our attitude-changing campaign.

"Further," says Mr. Ambrose, "the agency explained radio could augment and amplify the advertising of our individual manufacturers, instead of merely duplicating it. The creative theme they developed, which we still use, is: 'Sterling is for now . . . and for you!' "

Mr. Ambrose has been connected with three very different industries since his graduation from Harvard in 1941. He started in sales at the Vick Chemical Co. in 1941, with an ensuing interruption for military service, and in 1947 switched from cold remedies to tires and rubber products when he turned to product merchandising for U. S. Rubber Co.

In 1953, Mr. Ambrose assumed the position he now holds with the guild and under his guidance has emerged the $500,000-a-year radio public relations campaign.

The guild was originally founded in 1919 to help supply the sterling industry with statistical information. In the 1920's, it moved into consumer merchandising for the first time, but this campaign was halted by the crash and the depression which followed. In 1953, with Mr. Ambrose at the helm, the guild resumed its public relations functions.

The radio campaign, which began in January 1958, is reviewed in *Seven Radio Advertisers Tell Why*, p. 40.

Mr. Ambrose feels that although the long-range effects of the guild campaign are difficult to measure at this time, credit should nevertheless go to radio for bringing about dealer awareness and local retailer enthusiasm for the campaign.

Mr. Ambrose, who was born in New York City the same year that the guild was organized, now lives in Riverside, Conn., with his wife, Margaret, and their three daughters. His business career was interrupted in 1942 when he entered the Army as a private; he was discharged in 1945 with the rank of captain. He is a member of the Public Relations Society of America. • • •

Follow the Leaders—No. 1

SOLD

In Washington, D.C. to

WWDC

Ben Strouse, Pres. and Gen. Mgr.

RADIO PRESS

World-wide news and feature coverage at low cost:

Daily feed by wire, tape or FM • 12 five-minute segments • one-to-two minute actuality pickups • one-minute news capsules!

WRITE FOR FREE BROCHURE AND AUDITION RECORD

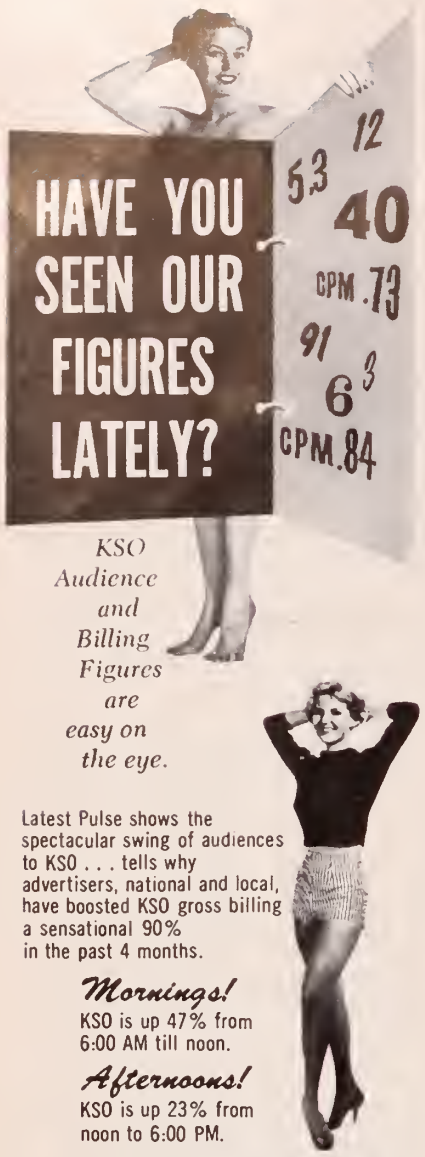
RADIO PRESS
18 East 50th Street
New York 22, N.Y.
Plaza 3-3822

In the leadership spotlight

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS



KSO Audience and Billing Figures are easy on the eye.

Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!
KSO is up 47% from 6:00 AM till noon.

Afternoons!
KSO is up 23% from noon to 6:00 PM.

The Don Bell Shows!
Bell-loving Iowa has upped his audience a mammoth 150%.

Tote up the whole day!
Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as $.73 per Mmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE ***GO!***

PHONE TONY MOE AT KSO
or contact **H-R** *REPS*

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

LETTERS TO THE EDITOR

Radio Sound

The Part I article on *A Sound for Every Image* (November 1958) was very thought provoking, particularly the portion given over to Semantic Differential and Mood-Circle Checklist. Can you recommend any available trade or academic literature and data on the S-D and Mood-Circle techniques as well as any other?

J. Gerald Fortis
Radio-tv Director
Dowson & Turner Inc.
Portland, Ore.

I have just finished reading an article in the November issue entitled *A Sound for Every Image*. This has interested me very much, and I would appreciate some information. I would like to put my hands on the Mood-Circle Checklist mentioned in the story, and I wonder if you could give me further information regarding same. Your help will be greatly appreciated.

Elizabeth P. Schmitt
Radio & Tv Continuity Dir.
WNHC New Haven

[In answer to these queries, the following references are suggested: *Psychological Review*, Vol. 47: 186-204 (1935), "Expression in Music"; *American Journal of Psychology*, Vol. 48: 246-68 (1936), "Experimental Studies of the Elements of Expression in Music."]

Shell Oil

I read U. S. RADIO more thoroughly than any publication I receive, and I particularly enjoyed the article, *Shell Terms Radio 'Decisive Last Word,'* in the November issue. I am enclosing a picture so you can see how our helicopter, which we use for Shell traffic reports, looks (see *Focus on Radio*, p. 42). In addition to the emblems on the sides, the bottom of the floats also carry the words Shell-Copter with the Shell insignia.

C. Bud Dailey
Sales Manager
WGBS Miami

Ammunition

Putting Radio to the Test (Woodward & Lothrop, November 1958) may be the hammer we need to crack the department store nut. Please send 10 reprints of that article.

Joe Monroe
President
KJOE Shreveport, La.

Response Noted

We are constantly amazed at how widely and thoroughly your magazine is being read. Every time BTS has been mentioned, we have received telephone calls and/or letters alluding to the information you've published.

This has convinced us that U. S. RADIO is filling an important need within the broadcast industry.

Carl L. Schuele
General Manager
Broadcast Time Sales
New York

Silver Mike

I am indeed proud, and considerably flattered, to be accorded your "Silver Mike" award. The Mike now occupies a position of prominence in my office where it will serve to remind *me* of the job you are doing for radio *every* month.

John F. Meagher
Vice President for Radio
NAB
Washington, D. C.

In Need

In serving radio only, U. S. RADIO has met and filled a very important need. Congratulations to you. . . . You have done an excellent job.

Would it be possible for us to obtain five extra copies of the October 1958 issue? We have a number of clients to whom we would like to send this interesting and informative issue.

Charles W. Fenton
Sales Director
Broadcast Adv. Bureau
Toronto, Canada

Please enter our subscriptions for the following 20 clients and send them each a gift subscription card. Our check is enclosed for a two-year subscription for each: Prince's Department Store, Belk's Department Store, Dunn Coca-Cola Bottling Co., The Suggs Co., Wilbourne Furniture Co., Quinn's of Dunn Inc., Johnson Cotton Co., Ray's—The Ladies Store (Lillington, N. C.), W. B. Warren Corp., Sears Catalog Sales Office, Thomas-Walgreen Drug Store, Pope & Mixon Inc., Godwin Building Supply, Wellons Mercantile Inc., Rose & Co. (Benson, N. C.), The Piggly Wiggly Store, Harold Medlin (Benson, N. C.), The Open Air Market, Leder Brothers Department Store and The Dunn Furniture Co.

A. Lincoln Faulk
Manager
WCKB Dunn, N. C.

as basic as the alphabet

EGYPTIAN

The broad waters of the Nile were the life-bload of the ancient Egyptian ecanomy. Sa, the word-sign far water is ane af the most cammon in the relics af early writing. Its farm destined it ta become our letter M.

PHOENICIAN

The sea-waves af the Mediterranean had an irresistible lure far the roving Phoenicians. Here is their version of the Egyptian sign which they called *mem* (waters).

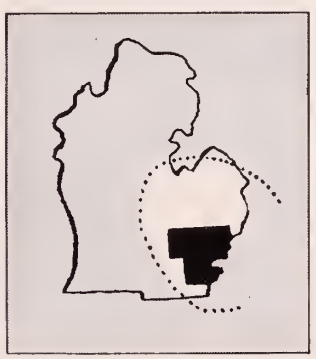
GREEK

On the storied shares of the Aegean Sea, the Greeks barrawed the fluid lines af the Phaenician letter and gradually changed it ta *mu*.

ROMAN

The Greek-inspired writing of the Etruscans was absarbed by the Ramans. In the pracess, *mu* became M to the Caesars and, later, ta the entire western civilized warld.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University



Major target for Michigan sales and profits.

Seventy per cent af Michigan's papulation commanding 75 per cent af the state's buying pawer lives within WWJ's daytime primary caverage area.

Move into 1959 with WWJ, Michigan's high-gear radio station. The sound, service, and standing of this broadcast leader give you exceptional penetration and impact where most Michigan dollars are earned and spent.

Melody Parade personalities Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—the exclusive WWJ "radio-vision" studios at Northland and Eastland Shopping Centers—are made to order for New Year campaigns. Buy WWJ—it's the *basic* thing to do!

AM and FM

WWJ RADIO

Detroit's Basic Radio Station

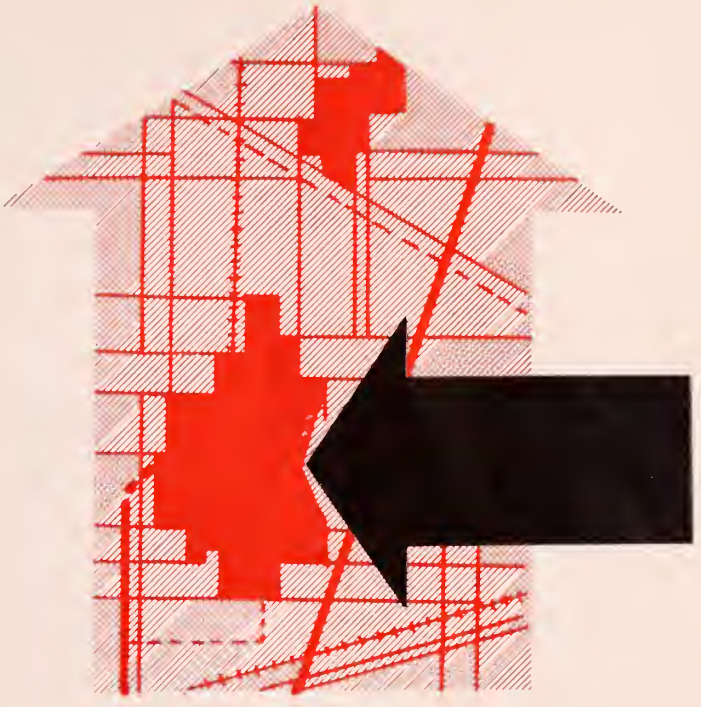
Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

This microphone creates the nation's 24th largest radio market — 312,830 families who listen weekly during daytime. WBT's total audience exceeds by 711% that of Charlotte's second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colassus of the Carolinas" • Represented by CBS Radio Spot Sales



Blanketing the Market

Advertisers employing strategy of multi-station line-ups penetrate maximum homes in market area

The problems of reaching and selling America's burgeoning population create their share of headaches for advertisers and agencies. This is especially true with the population spreading its increasing numbers in the direction of the suburbs.

It is estimated that about 20 percent of the nation's more than 170 million people live in non-urban locations. And this percentage is moving up daily.

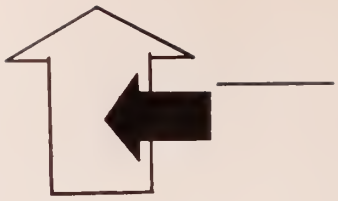
Radio with its natural advantages to breach county lines—and at the same time pinpoint a metropolitan area population—helps in the solution of some of these headaches.

Many spot advertisers who rely on multi-station line-ups to reach the maximum area population have adopted what is called an inside-outside advertising strategy.

Jeremy Sprague, broadcast supervisor on Texaco, a top spot radio user, at Cunningham & Walsh Inc., New York, states:

"It is a common practice for an advertiser, when buying two or more stations in a market, to take one station on the basis of its broad area coverage and another station for the in-city population."

Radio, of course, offers a wide choice of stations with varying ranges in power. According to an October 1 tabulation by the National Association of Broadcasters, the number of am stations by power totals:



- 149 stations in the 10 kw to 50 kw class. In the 50 kw group, there are 83 fulltime stations and six daytimers. In the 10 kw class, there are 46 fulltimers and 14 daytimers.
- 2,080 in the 500 w to 5,000 w class. In this group, 801 are fulltime, 1,257 are daytime and 22 share time.
- 1,162 stations are in the 250 w or smaller class. This includes 927 fulltime, 225 daytime and 10 stations that share time.

The power of a station as licensed by the Federal Communications Commission, however, is not the only measure of a station's reach. According to a Nielsen coverage study, for example, a 5 kw station in Chicago reaches more homes in its coverage area than a 5 kw station in New York, although the station in the latter city has more total radio homes in its coverage. Of 3,996,000 total radio homes potential for this New York 5 kw station, the station's total is 493,000, Nielsen states. The 5 kw Chicago outlet has fewer radio homes in its total potential, 2,385,970, but reaches more of these homes, 805,770, according to Nielsen. These figures are based upon average daily daytime circulation.

The differences in reach are attributed to many variable factors, in addition to power. Among these factors, as cited by the FCC, are:

- Antenna
- Antenna height
- Terrain
- Ground conductivity
- Frequency
- Location of transmitter
- Height of transmitter

For many advertisers who embark on a major radio campaign, the policy of buying more than one station in a market (multi-station line-ups) is followed.

A study by Foote, Cone & Belding Inc., New York, reveals that due to the loyalty of the radio audience it is necessary to buy more than one station in order to reach the total desired population.

"We have found," says Pete Bardach, broadcast supervisor for Rheingold beer who also buys time for other agency clients, "that there is not the jumping around in radio that is often suggested in some circles. The radio listener, according to our studies, is comparatively loyal."

In one instance, the agency ran a test in one of the largest markets using the recognized leading station. About 33 spots a week were run. After one week, 19.7 percent of the radio homes were penetrated, and after four weeks, the cumulative number of radio homes covered was 41 percent.

Tests similar to this proved to the agency not only the audience stability of the radio listener but also the necessity to use more than one station for a major radio campaign.

Other Factors

There are many other reasons advertisers find for using more than one station in a market.

Among these are varying listening patterns for each part of the day. A station's numerical audience may change from morning to afternoon. Moreover, the audience composition may change from morning to afternoon (an afternoon sportscast, for example, could attract more male listeners).

The quantitative changes in audience are reflected in a Hooper report for June through September 1958 in a West Coast city. With virtually the same percentage of sets in use, station A had a 17 percent share of audience in the morning and an 8.2 percent share in the afternoon; station B had an 8.6 in the morning and a 13.9 in the afternoon, and station C had a 4.7 in the morning and a 10.1 in the afternoon (see accompanying charts).

In a Southwest city for July thru September 1958, a similar pattern is shown. Using two stations as a basis for illustration, figures show the change in audience by day parts.

Combining Radio Stations In a Market for Maximum Reach

	Different Homes Reached (weekly cume %)	# Spots Heard Average Home
Schedule I 20 Spots (Station A)	12.9	3.2
Schedule II 20 Spots (Station B)	9.4	3.3
Schedule III 20 Spots (10 Spots A 10 Spots B Combined)	14.7	2.4

Source: Nielsen Station Index

Changing Listening Patterns

The following charts illustrate the way audience listening patterns change by various parts of the day. Although the total sets in use in these cases remain fairly constant, the listenership by stations is altered by day parts. Many advertisers who use more than one station in a market capitalize on these changes.

TIME	RADIO SETS IN USE	STATION A	STATION B	STATION C
Monday thru Friday 7 a.m.-12 noon	9.3	17.0	8.6	4.7
Monday thru Friday 12 noon-6 p.m.	10.0	8.2	13.9	10.1

(June thru September 1958, Hooper; West Coast City)

TIME	RADIO SETS IN USE	STATION A	STATION B
Monday thru Friday 7 a.m.-12 noon	11.9	44.6	28.2
Monday thru Friday 12 noon-6 p.m.	11.4	36.4	31.0
Saturday 7 a.m.-6 p.m.	11.8	33.9	38.2

(July thru September 1958, Hooper; Southwest City)

With the percentage of radio sets in use almost constant, station A had a 44.6 percent share of audience in the morning (Monday through Friday), a 36.4 in the afternoon and a 33.9 on Saturday during the entire day. Station B had a 28.2 in the morning, a 31 in the afternoon and a 38.2 on Saturday.

The idea of combining more than one radio station in a market for maximum reach is pointed up in a study by A. C. Nielsen Co. that traces the coverage of 20 spots a week according to three different buys:

- Schedule I—20 spots a week on station A scored a *12.9* percent weekly cume (different homes reached).
- Schedule II—20 spots a week on station B reached *9.4* percent.
- Schedule III—the 20 spots were divided with 10 placed on station A and 10 on station B. The percentage of different homes reached (weekly cume) was 14.7. This is almost two percentage points greater than schedule I and 5.3 points greater than schedule II.

The buyer of radio time today is often confronted with the problem of penetrating the maximum market.

Geography Factor

The geography of a particular area often determines the approach an advertiser uses to reach a specific market. For many areas, population is concentrated in standard metropolitan areas while in others the population is more spread out.

In a study by WBT Charlotte, N. C., these examples are cited: Massachusetts has 97.7 percent of its population in standard metropolitan areas and New York has 88.8 percent of its population in such areas. At the same time, the WBT study "Why Paint Just the Town" states that The Carolinas have 28.3 percent in standard metropolitan areas (this unit is defined by the U. S. Census Bureau as a county containing a city of 50,000 population or more).

The difference between states like Massachusetts and New York on the one hand, and The Carolinas on the other, according to WBT, are similar to situations across the country where population is either concentrated in big cities or is spread evenly throughout heavily-populated rural areas, smaller cities and big towns.

No matter where a station is located, however, radio has become more regional and local in flavor. As a result, it has come into more direct competition with newspapers.

A study by The Pulse Inc. on behalf of WOR New York investigated the relationship between newspaper readership and the station's metropolitan New York audience that includes parts of Connecticut and New Jersey. It showed, for one thing, that 97 percent of the men and 95 percent of the women are weekday newspaper readers. However, these figures are for the combined readership of more than 40 newspapers (big dailies, community papers, religious publications).

The bulk of the advertisers' money in this market is concentrated in the seven large daily New York City papers. After interviewing 2,505 WOR listeners in the total metropolitan area, some of the interesting points the study shows are that 49.1 percent of the men listeners and

(Cont'd on p. 58)

Brioschi Broadens Market to Battle With 'Giants'

Spot radio is basic medium as firm introduces new package and expands distribution. Product had been sold primarily in Italian-language areas

Proposed spot schedule for Brioschi announcements is presented to James Ceribelli Sr. (right), president of A. Brioschi & Co., by Ellington & Company's Franklyn W. Dyson (seated), account executive, and Dan Kane, broadcast media director.

Anti-acid but pro-radio, Brioschi has emerged from the Italian neighborhood "mom and pop" stores to challenge the giants of the stomach anti-acid market as a modern, "American" product.

And in the forefront of Brioschi's face lifting is spot radio, which for 1958 will account for more than 75 percent of the total advertising budget. This is approximately 40 percent more radio than in 1957, and for 1959 the radio ad budget should increase about 35 percent over 1958.

The transformation began early this year when A. Brioschi & Co. of Fair Lawn, N. J., extended distribution of the product to super markets, drug and variety stores in areas of its highest sales: New York, New England, Philadelphia, Pittsburgh, Chicago, San Francisco and sections of Canada. This October, a new and modernized bottle replaced the "old-fashioned, old-world" container.

During the first five months of 1958, a spot campaign totaling about $100,000 was run in 10 cities. This was followed by a smaller campaign

THE OLD

THE NEW

75% OF TOTAL AD BUDGET TO SPOT RADIO

in three other cities, running from April through June. The present schedule, for the months of November to January, encompasses 34 stations in 18 primarily northeastern cities: Albany; Binghamton, N. Y.; Boston; Bridgeport, Conn.; Buffalo, N. Y.; Hartford; New Haven; New York; Philadelphia; Pittsburgh; Providence; Rochester, N. Y.; Scranton, Pa.; Springfield, Mass.; Syracuse; Utica; Worcester, Mass., and in Youngstown, O.

A concurrent campaign on Italian-language stations is in progress in Boston, Chicago, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco and Wilkes-Barre, Pa.

Ellington & Co., New York, began grooming Brioschi for its debut to "American" consumers more than a year ago when a detailed marketing plan was developed. The agency's major recommendations were:

- Overhaul the entire retail and wholesale pricing structure.
- Create a new copy theme.
- Re-design the packaging.
- Strengthen present distribution and establish new markets.

The first recommendation was the key to the other three. Brioschi, long used as a "loss leader" and underpriced, realized comparatively little profit for either grocery stores or wholesalers and many were not interested in handling it. Neither were drug stores because of being undersold. For example, although the large size was listed to sell at 98 cents, it frequently sold in food stores for 65 cents and right next door in a drug store for 89 cents.

Fair Trading Test

A modest spot radio schedule was started in one state in September as a "fair trading" test. Rhode Island was chosen because of its relatively high Italian-born population and because there was still a question as to whether fair trading—in effect, raising the retail price—would mean losing valued first-generation Italian customers.

Final results showed a sales increase of 250 percent—a gain attributed by the firm and its agency to the radio campaign. There was practically no opposition from Italian customers. As a result, stabilized pricing has been extended to key cities and distribution to wholesalers and grocery chains increased.

The Rhode Island test also gave Ellington & Co. the chance to prove the effectiveness of its timebuying approach, according to Franklyn W. Dyson, Brioschi account executive. "Although Brioschi is truly a drug product, volume through super markets has been growing by leaps and bounds. And while on one hand it is obvious that stomach upset is a concern of all members of the family, nevertheless it is also recognized that mama does most of the actual household purchasing.

"It was felt, too," Mr. Dyson continues, "that there was as great a need for talking to the male member of the household as there was to reach the housewife. It was agreed that radio was the ideal vehicle for reaching the family at home. It was further decided to go after the working members of the household—and morning and late afternoon radio received the bulk of this appropriation.

"As evidence of the soundness of that approach," he declares, "the consumer research conducted during the Rhode Island fair trading test indicated that the 250 percent sales hike was due in a large part to the 10 weeks of radio spot advertising."

In developing a new advertising theme for the largest campaign in Brioschi's history, the main question was whether it would be more effective to play up the old-world background of the product or its ability to relieve upset stomachs. To answer this, says Mr. Dyson, a test was conducted in Trenton, N. J.; New Haven; Scranton, Pa., and Utica, N. Y., with a different copy theme used in each city: (1) A scientific explanation of Brioschi's pain-relieving action; (2) the product's speed in producing relief; (3) its background ("proven old world remedy"); (4) a coined term, "Gastrosis," which stressed the upset stomach angle.

"An actual shelf count was made of sales resulting from the different copy themes. From this test," he notes, "it was apparent that one copy appeal was far superior to the others. While all four ads produced a sales increase, the one with the upset stomach theme proved the most effective, upping sales 40 percent."

Combined With Jingle

This appeal has been adapted to Brioschi's 60-second spots, in which it is combined with the jingle that, Mr. Dyson reports, has already secured a great deal of remembrance:

Eat too much
Drink too much
Take Brioschi—Take
Brioschi
Eat too much
Drink too much
Mild Brioschi's best for
you.
Occasionally all of us
over-indulge, and the
result is stomach dis-
tress. So remember, the
next time you . . .
Eat too much
Drink too much
Take Brioschi . . .
Take Brioschi! Sparkling,
pleasant-tasting Brioschi
goes to work instantly
. . . brings relief fast.
So if you . . .
Eat too much
Drink too much
Take Brioschi! America's
fastest-growing anti-
acid. Look for Brioschi
in the new red, white
and blue bottle at your
neighborhood store.
Regular size 59 cents
. . . large family size
89 cents. Then, when
you . . .
Eat too much
Drink too much
Take Brioschi
Best for you.

Using this theme, advertising for 1958 was intensified. In previous years most of the ad budget was spent on limited spot radio and on car cards in New York, Philadelphia, Boston and Pittsburgh. The radio campaigns ran in six-week flights.

For this year, because of the increased distribution in super markets, two changes in campaign strategy were made. The length of each flight was extended and, at certain periods, schedules were made heavier.

Regional Only

"Spot schedules are used for Brioschi because it's a product with regional distribution only," explains Dan Kane, broadcast media director at Ellington & Co. "The number of stations and the number of spots on each station varies market by market according to several criteria." They include:

- Degree of distribution.
- Consumer acceptance.
- The need for an educational job.
- The sales potential to determine the number of spots to be used.

Media problems are ironed out by Ellington & Co. team of timebuyer Mary Dowling (center), media assistant Joan Oberdorf (left) and Dan Kane. Group agreed on an 18-city purchase of 60-second spots over 34 stations plus Italian-language spots.

"Generally, we buy a minimum of two stations in a market, usually three," Mr. Kane points out. "In the present campaign, which is a 13-week flight, spots are all one minute in length and range from 20 to 80 per week."

Mr. Kane notes that Brioschi's limited advertising budget creates a problem. It does not permit steady, year-around use of radio. "Unfortunately," he says, "we must buy our spots in these flights, and this neither enables us to get the most desirable time slots nor the most favorable discounts."

Despite its limited resources when compared with its multi-product competitors in the field, Brioschi felt that the time was right to invest heavily in market expansion and modern packaging. Included in the Brioschi spots since early this month is the news of the new package design. "Naturally we wish to stress the new bottle," says Mr. Dyson, "and this point is being incorporated all over the country. Previously, the very lack of a non-visual approach with radio was a factor in the medium's favor as we did not want to get the old image of the bottle too firmly implanted in prospective customers' minds. Now, radio—plus display merchandising and some newspaper—is doing the job."

The old Brioschi bottle had retained an "old-world" look, Mr. Dyson asserts. Its shape was indistinguishable from "a hundred others" and its label was old fashioned. To remove this handicap to mass market promotion, Lippincott & Margulies, an industrial design firm, was brought in to develop a modern package.

Completely Different

The result was a package completely different both in shape and label from the old. A "high shoulder," modern looking bottle with a white label and red lettering contrasting with blue glass, it has a "more ethical" appearance, the agency feels, and shows up better on the shelf.

The Italian-language radio spots, and also a small folded card attached to the neck of the bottle, inform old customers in two languages that this is the original, authentic Brioschi. The cards begin with the salutation, *"Ai cari amici dell'effervescente Brioschi* (to my dear friends of effervescing Brioschi) . . . "

James Ceribelli Sr., president of A. Brioschi & Co., is optimistic about "Americanizing" the product which actually dates back to 1880 when it was developed in Milan by Achille Brioschi, a chemical manufacturer. Introduced here in 1903, Brioschi was imported until 1917 when domestic production began.

"Radio can certainly take the credit for Brioschi's steady progress upward in sales volume for the last several years," says Mr. Ceribelli, "as it unquestionably has played a dominant role in all Brioschi advertising." The recent radio campaigns, he notes, have consistently pushed Brioschi sales ahead—"year after year for the past several years"—and the current one should prove the major factor in Americanizing the product.

Brioschi is not the only Ellington client employing heavy radio schedules. Radio has always been considered one of the "extremely worthwhile" media buys, Mr. Kane comments. "This holds true especially for Brioschi," the broadcast media director declares, "which is faced with major competition and can call on only a fraction of its competition's advertising budget."

James Ceribelli Sr. agrees to Ellington & Co. plans for revamping Brioschi's marketing set-up with 75 percent of the total advertising budget going to spot radio. Franklyn Dyson, a. e., played key role in grooming Brioschi for "American" market.

Billings Increase

Radio billings for the agency as a whole have increased steadily in the last few years and are up 20 percent in 1958 over 1957, Mr. Kane reveals. In 1959, radio billings should be up an additional 40 percent.

And with spot radio leading the way, Brioschi has started on phase four of its marketing plan—reorganization and expansion of its sales force and retention of brokers in all major markets—with the current objective to secure greater volume in drug and variety stores. Those outlets account for about 53 percent of the effervescent anti-acid business.

"Unquestionably, radio is far and away the major factor in the steady sales growth of Brioschi," declares Mr. Ceribelli. "And, of course, that is why radio has always received the major share of our advertising appropriation." • • •

Radio's 'Mat' Service

The radio syndication business has changed almost as much as the medium has in the past decade. As radio takes on more and more the local flavor of the newspaper, the production of programs and commercial tools for radio stations has changed similarly.

"These days," states A. B. Sambrook, manager, RCA Radio Production Services (Thesaurus), "we are providing radio with the mat service—the artwork—that has helped make newspapers such a successful personalized advertising medium."

There has been a change in direction for many of the radio production firms who a decade ago were active in supplying program material. Today, some of these firms emphasize "mats" for commercials, and sales and promotion aids. Other companies are still active in the production of programs to keep pace with the activity of many stations who incorporate syndicated as well as locally-originated programs in their formats. Still other production firms have found a middle ground —turning out both commercial and program materials.

Among the firms that have reshaped their operations to stress sales aids is World Broadcasting System, a subsidiary of Ziv Co.

"As the increased number of stations and the coming of tv changed the nature of radio, local advertisers became a major source of revenue and stations had to redirect their efforts to meet their problems," explains Dick Lawrence, World general manager.

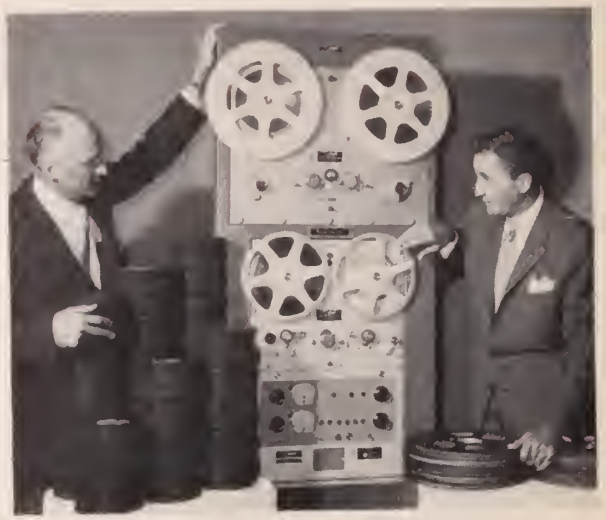
"As the use of announcements and participations increased, it became necessary to supply commercial jingles and production aids that

LANG-WORTH

Current SALEDEX Listings...

			No. of Cards
1.	APPAREL AND ACCESSORIES		
	CLOTHING:	General	3
		Children's	3
		Easter	2
		Infant's	2
		Men's Wear	5
		Millinery	1
		Overcoats	1
		Raincoats	1
		Swimming	4
		Vacation	3
		Women's Wear	3
	FURS:	General	1
		Sale	1
		Where to Buy	3
	HATS:	General	1
		Easter	1
		Ladies	1
		Men	3
	SHOES:	General	4
		Children	1
		Family	1
		Ladies	3
		Men	1
2.	ATTENTION GETTERS - TAGS		
	ATTENTION GETTERS:	General	11
		Commercial Intro	12
		Economy	2
		Gag Intro	28
		Guaranteed	1
		Sale	4
		Service	1

Commercial aids are catalogued in a Saledex file by Lang-Worth.



The pile of 45 rpm's (left), about a month of station programming, is contained in the 18 tapes at right. This is selling point for Muzak President Charles C. Cowley (left) and Programatic division President William Quinlan.

The radio production business undergoes vast change. Today's aim: To provide 'do-it-yourself' kit for radio stations

could give the smallest hometown merchant and retail store or service business the same effective advertising that could compete for listener attention with elaborate and costly national advertising.

"In addition, as so many adopted the news and music format, it became vital for a station to establish an individual personality," he continues.

This need for an individual personality both for the station and its sponsors is also stressed by Mr. Sambrook. "If you read a newspaper regularly and look at the ad of a major advertiser, you can usually identify him at a glance by the ad's format before you even see his name." His firm is attempting to achieve similar results for the local radio advertiser.

Also commenting on the necessity of competing with local newspapers is Hugh Allen, manager, Lang-Worth Feature Programs, New York, who points out that many hometown advertisers still must be weaned away from reliance on the papers. "In the final analysis," he says, "all the services of Lang-Worth and our competitors are designed to help stations increase their revenues."

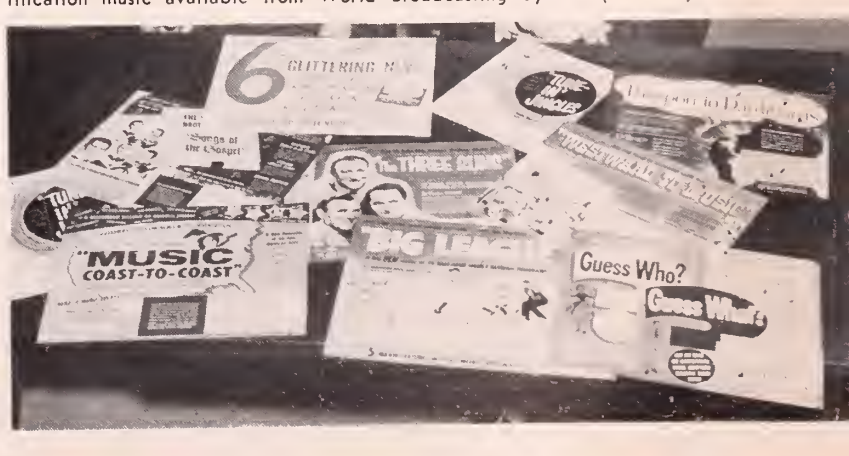
In working toward this goal, production firms have developed countless variations on their commercials and station promotion ideas, in addition to appropriate program material.

One of the producers of programs is Harry S. Goodman Inc., New York, which still turns out new dramatic serial shows in quantity and on a regular basis. While also engaged in commercial work, Mr. Goodman states that he still derives half of his annual revenues from the sale of programs.

In the opinion of the executives interviewed, the future of the radio production business lies in creating a bigger and better do-it-yourself kit for stations. All the firms are constantly trying to refine and expand their services to meet the precise needs of each station subscriber. A summation of what is being offered follows:

- In general, each company provides open-end commercials for a wide range of products, stores and services. These spots are made in the usual variety of lengths and normally contain jingles with brand and store names being inserted live at several points by local announcers. They are created to give the small town sponsor the advantages of New York or Hollywood production and talent and, in addition, to enable the station salesman to show the local businessman what his commercial will sound like before he spends any money.
- Each station subscriber also receives musical service jingles such as production aids for weather reports, safety bulletins and traffic news. Station identification jingles, musical time signals and station promotion jingles are also included.
- A sound effects library is provided by some firms and several services still offer musical transcription libraries containing a huge selection of songs and instrumentals. The development of LP recordings and the policy of giving records away free to stations for promotional purposes, however, have made serious inroads into this hold-over from pre-music-and-news days.
- Many firms still provide series of programs of all lengths.
- The companies usually provide some form of script service for musical shows, enabling stations to develop their own program formats.
- Several firms also offer custom tailored commercials for specific sponsors and will also personalize station ID's and promotion material.

Some of the jingle campaigns, programming aids, quizzes and station identification music available from World Broadcasting System (Ziv Co.).



'MAT' SERVICE

Each production company has gone on to elaborate upon these basic services and to create its own special variations to attract stations. World claims to have 1,000 subscribers and is planning to increase its production budget for 1959 by 20 percent, according to Mr. Lawrence. Thesaurus says its subscribers number 700 and Lang-Worth reveals that it has 600. These firms all claim to have expanded their operations in recent months as the demand for their services increases.

Thesaurus has recently developed, for example, a series of complete radio campaigns designed to give the station salesman the necessary ammunition to sign sponsors in several business categories. Beginning with department stores, which Mr. Sambrook says is a nearly untapped source of radio revenue, the series now includes super markets and will add new fields regularly. The campaigns can carry a store from its grand opening right through its anniversaries, he states, with commercials and promotions for all occasions.

RCA recommends the following procedure to stations using these campaigns to sell sponsors: Obtain the last six months of the prospect's newspaper ads; have the continuity department make up suitable radio copy for each month's advertising using the RCA tie-ins; record a 30-minute presentation; get the prospect to listen to the tape away from the telephone and store disturbances.

This system worked so well for WHLS Port Huron, Mich., that it was able to increase its billings from Montgomery Ward from $200 to $2,028 per year, according to a letter from the station to Mr. Sambrook. Other stations are having equal success with this method, he says.

Lang-Worth has just added a service called "Radio Featurettes" which the firm states is becoming very popular. The featurettes are a script service including 70 items 15-seconds long of informational tidbits gleaned from the files of Bruce Chapman, the "Answer Man." According to Mr. Allen, "there is a current need in modern radio for interesting conversation pieces. The featurettes give the station personality some factual and frequently fascinating food for talk."

Another recent addition to the Lang-Worth catalogue is a half-hour program starring Jim Ameche which is now sponsored on stations in 15 states. The show has a "middle of the road" pop music policy and is taped for playback on subscribing stations once a week.

While this sounds like a throw back to the syndicated program days, Mr. Allen points out that the Ameche show is a "great improvement" because the star does all the local commercials for each station subscriber, and because there is a new show every week with no repeats. "The only difference between this and a live program," he says, "is that it is taped a week ahead of air time."

Participation Quiz

World is currently offering a listener participation quiz that is designed for flexibility because it can be programmed in one-minute, five-minute, half-hour or even hour-long segments. It can also be used as part of commercials and as a station promotion aid, Mr. Lawrence says. Called "Match-A-Tune," the quiz requires listeners to obtain game sheets from sponsors' outlets or dealers. Using the drawings on the sheets as visual clues, they must identify mystery tunes aired by their local World affiliate. Any listener who correctly identifies five or more songs can try for the Giant Mystery Jackpot. The program material is fully supplemented by merchandising and promotion aids—including window streamers, game cards imprinted with the sponsor's name or the station's call letters, and store displays.

Standard Radio Transcription Services Inc., Chicago, producers of sound effects discs, music "ques" and jingles and commercial aids, has entered the field of packaged program distribution with *Medal of Honor*. This is a five-minute dramatic narration series of stories of Congressional Medal of Honor winners.

"Although music programming is still the most widely used format," says Olga Blohm, general manager, "we believe that the radio audience is ready for a change of pace. An occasional five-minute dramatic narration is designed to make the audience aware of not only the program but the commercials broadcast over the station as well."

Another Chicago firm, Walter Schwimmer's Radio Features Inc., feels that many stations throughout the country, although still emphasizing music, are going into a more stable block programming concept. Radio Features distributes Tello-Test and Tune-Test, quiz shows that can be programmed in five-minute segments across the daily broadcast schedule, as 15-minute segments five times a week, or as half-hour shows five times a week.

"When we sell the franchise to either program," says Nat Watson, the firm's vice president, "we provide the stations with a complete service: An operational manual, ads and mats plus air promotional material, question-and-answer scripts which are thoroughly researched by our permanent research department.

"We also offer to the stations a complete jackpot of awards, at no extra cost when they buy the franchise. Our awards divisions in Chicago and New York," he states, "continually work on new awards for all of our markets."

RadioOzark Enterprises Inc. of Springfield, Mo., is the producer-syndicator of such quarter-hour features as *The Tennessee Ernie Ford Show, The Smiley Burnette Show,* and other properties—all designed for open-end use. In addition, RadiOzark also transcribes spots and singing jingles for national accounts.

"RadiOzark is a comparative youngster," according to John B. Mahaffey, managing vice president. "We have maintained our 10-year-old organization at full strength and —a very big 'and'—we are at this moment anticipating the expenditure of considerable additional sums on new program properties."

In addition to the companies offering the type of services outlined above, another firm—formed three months ago — has broken new ground by making available an automated program service. A product of the Programatic Broadcasting

Service Inc., New York, a subsidiary of the Muzak Corp., this "push button" broadcasting method will come on the market early in 1959.

Programatic consists of an electronically-controlled, time-synchronized tape playback device and a supply of eight-hour tapes delivered regularly to subscribing broadcasters. These tapes are pre-recorded and programmed with music designed to appeal to "American adult audiences."

Muzak will select, program and record the tunes on tape. With the electronic playback unit and the pre-recorded Programatic tapes, a station can insert locally recorded spot announcements and special programs. This can be done completely automatically with an unattended machine. According to a company spokesman, the announcements and local programs may be interspersed by the electronic brain in the unit, which switches from Programatic's recorded music program to the locally-recorded material and back again by means of subsonic control tones pre-recorded on the tapes.

This system will be available to broadcasters on an exclusive basis in each market.

While concurring with the general feeling that the biggest part of the production business will be bound up with commercial creation, Harry Goodman believes that there is still a place for a programming service. "In a market where there are seven or eight stations programming music and news, the station that offers an hour or two a day of dramatic programming will draw a substantial audience of people who may want a change," he says.

Thesaurus' Mr. Sambrook, who has been in the business for more than 30 years, traces the origin of program production to the "custom" shows produced in the early years of radio.

In those days, he says, manufacturers were competing directly with the networks when large regional sponsors would produce their own programs to be aired over selected stations in markets where they had distribution. In some cases, they hired custom packaging firms. This system was originated to enable the advertiser who did not want to buy a full network to utilize the sound medium.

1) APPLIANCES

MUSI-'QUE' DISC J 100 A J 6 (FAST) Sec. 20 or J 6 (SLOW) Sec. 20 SING	*MARTY'S* your best bet for that TV set; *MARTY'S* where smart shoppers go for a washer, dryer or clock radio. (OH OH OH) Buy with reliance every appliance; you'll like the service and full guarantee... highest in trade-in... Best deals are made in *MARTY'S* All-Electric Store!
MUSI-'QUE' DISC G 104 A Rips or Runs	*ANNCR:* EVERYBODY'S running to Marty's Electric Center! You'll come a-running too when you hear about Marty's prices on TV sets, refrigerators,

This script which accompanies Standard Radio Transcription Services Inc., Chicago, tapes or discs, is typical of the firm's "Musi-Ques" which include jingles, openings and closings.

Custom shows did not last long, however, Mr. Sambrook explains, because of the tremendous cost involved in hiring the talent and production know-how to compete with the network roster. At this point, production firms began to spring up to create open-end shows which could be syndicated and sold to an assortment of regional sponsors across the country, each of which inserted his own commercials and had exclusivity in his own area.

Syndication proved satisfactory because not only did the sponsor not have "to go into show business," but he also could buy rights much more cheaply than he could make an original investment. Syndicators could afford to produce top shows because they received revenue from many sponsors.

It was during this period, Mr. Sambrook says, that agencies began to develop their own production departments to serve their clients. Representatives also mushroomed about this time to help the clients make deals with stations in the markets they wanted to reach.

The syndication business prospered until the early 1950's, Mr. Sambrook declares, when television began to usurp radio's place as a medium for dramatic entertainment. The growth of transcription music libraries, started in the early 1930's and perfected in the late 1940's, also dealt a death blow to syndication, he states.

When library transcriptions began in 1949 to utilize voice tracks of famous personalities to introduce numbers and lead into local commercials, they began to compete with the syndicated big-name music shows which cost much more to produce.

Music libraries, in their turn, became much less profitable after the LP record came on the market, he says. Prior to that time, the station had a choice between recordings and the technically better transcription library selections. With the record revolution in the early 1950's, stations began to program from the free discs which recording firms provided, seeing no reason to continue paying for transcription services.

With the music and news format achieving increasing popularity during this same period, the syndication and transcription business in its old form began to die. Today, however —like the phoenix rising from the ashes—radio production is taking on new life with prospects for a more prosperous tomorrow. • • •

RCA Thesaurus provides this schedule in addition to its pre-recorded commercial campaigns.

DECEMBER, 1958

	1 Christmas Campaign running at full strength now. All tive commercial announcements should include Christmas theme. Christmas jingles (ST-636B-1 thru 10) get wide exposure. Jingles highlighting store services are useful during this intensive selling season. (ST-635B-3,8 – Open Late ST-635B-4,9 – Free Parking; ST-635B-5,10 – Charge Account; ST-636A-3,8 – Phone, Mail Orders; ST-636A-2,7 – Delivery; ST-636A-1,6 – Time Payment; ST-633A-6,12 – Lay-a-Way.) 21 Days to Shop	2 20 Days to Shop	3 19 Days to Shop	4 18 Shopping Days To Christmas	5
7 Special store services may be spotlighted during this season, too. (ST-633A-6,12 – Lay-a-Way; ST-635B-3,8 – Open Late Tonight; ST-636A-2,7 – Delivery; ST-636A-1,6 – Time Payment; ST-635B-5,10 – Charge Accounts.) In addition, your complete Jingle Library should be reviewed for applicable merchandise jingles that may be used during the Christmas selling season.	8 15 Days to Shop	9 14 Days to Shop	10 13 Days to Shop	11 Emphasize your store as headquarters for all types of gift merchandise (ST-632A-2,8 – Shopping Center; ST-632A-5,11 – One-Stop Shopping). Gifts – General (ST-635B-2,7) should be heavily promoted at this season, too. 12 Days to Shop	12
14	15 With just 9 days left for Christmas Shopping, all advertising should reach high concentration. 9 Days to Shop	16 8 Days to Shop	17 7 Shopping Days Till Christmas	18 6 Shopping Days Till Christmas	19
21	22 3 Shopping Days Till Christmas	23 2 Shopping Days Till Christmas	24 1 Shopping Day Till Christmas	25 Christmas Day	26

RADIO BUDGET

In its first year of operation —1946—the Rayco Manufacturing Co. of Paterson, N. J., reported a sales volume of $300,000 from five outlets. Today, just a dozen years later, Rayco—which claims to be the nation's largest retail specialist in auto seat covers, convertible tops and mufflers—has 157 stores across the country and declares that sales total well up into eight figures.

Paralleling this rapid growth—and indeed partially responsible for it—is radio which has become an increasingly important factor in the company's advertising strategy.

According to Jules Rudominer, Rayco's vice president and director of advertising and sales, "Radio has played a vital part in Rayco's growth. Based upon the results that radio has consistently given us, we envision only a continuing pattern where the medium is concerned."

Back in 1952 when the firm's agency, the Emil Mogul Co., New York, first started to work on the account, radio's share of the company's advertising budget amounted to approximately 10 percent, recalls Bernard Kramer, vice president and account supervisor.

This year the sound medium accounts for a third of the firm's ad dollars allotted to tops and seat covers and for 80 percent of those earmarked for mufflers. Most of the remainder goes to print, Mr. Kramer states.

It is estimated that by the end of the month Rayco will have spent well over half a million dollars in 1958 for radio advertising.

Brighter Prospects

The sound medium's prospects for 1959 are even brighter at this writing with plans presently under way for an expenditure next year of nearly three-quarters of a million dollars, it is believed.

Up to now, Rayco, which currently has outlets in 70 metropolitan markets, has channeled all its radio funds into spot in and around these areas.

As a major ingredient of its 1959 plans, Rayco is now negotiating a network radio buy for the first time which would account for a substantial addition to the firm's radio budget. The buy currently being considered would be a daily sponsorship.

While Rayco would also remain heavily in spot, the agency says, the network sponsorship would represent a drastic change in policy, not only for Rayco but also for retailers in general.

According to Mr. Rudominer, "Because our products are not essentially impulse purchases, we feel that the technique of a consistent 52-week schedule on radio exposes our story on a continuing basis so that when the decision is made to buy our product, there has been a considerable amount of pre-conditioning."

The automotive accessory company is now on an annual schedule in 57 markets over 71 radio stations, with from 25 to 100 spots per week in each market depending on the season.

Bernard Kramer (left), account supervisor at Emil Mogul, and Hal Balk, account executive, listen to test commercial for Rayco campaign.

Rayco's Speedy Growth Traced To Radio Use

Car accessory firm to spend an estimated $750,000 in radio in 1959. Spot has been chief vehicle but a network buy is on the horizon

Summer pushes Rayco's sales curve especially high, influenced by the increased driving during that period.

With advertising appropriations going to each market on the basis of sales, Rayco and its agency coordinate and create all advertising for the franchised operators who pay time and space costs.

Since each store is independently owned and financed by local businessmen who purchase franchises from Rayco, there has been some tendency on the part of the public to think of Rayco in local terms rather than as a national operation.

A network sponsorship, the agency feels, would serve to point up Rayco's role as a company of coast-to-coast proportions.

Such a buy would be contracted on a 52-week basis, just as all Rayco's spot buys are made.

According to Hal Balk, Mogul's account executive on Rayco, "To our knowledge this is one of the first times a retailer has pondered buying network time on a large scale that includes many markets where he as yet has no outlets."

Pre-Conditioning

Most retailers, Mr. Balk declares, want to see immediate results from their advertising. Rayco, on the other hand, while also looking for rising sales, believes that pre-conditioning the customer who is not ready to buy today will influence him to buy Rayco tomorrow.

This, according to Mr. Balk, goes for markets which already have Rayco stores and also for markets where the firm plans outlets as part of its expansion program.

The proposed network sponsorship, the agency believes, would benefit Rayco on both counts.

In addition, such a move would make use of a national personality to enhance the firm's prestige.

Since the firm's products are so directly related to the automotive industry, both the company and the agency state that radio takes on added significance for them as an advertising medium, in view of its high in-car audience.

"We feel that this in-car audience that radio alone provides," explains Mr. Rudominer, "is a natural in terms of associating the product with its use."

Rayco, however, is interested in reaching the in-home audience as well because of the influence of women in the purchase of seat covers and convertible tops. Mufflers, on the other hand, are bought almost exclusively by men, the firm maintains, and Rayco reaches them during drive times.

Choosing Stations

In choosing the individual stations to be bought, timebuyer Lynn Diamond makes use of a custom "ratings" system devised by the agency. According to Leslie L. Dunier, vice president and radio-tv director, this method helps the agency and the firm to determine both the dollar sales produced by radio in a market and also the popularity of the stations in the area.

Mr. Dunier explains that a Rayco customer waits an estimated 30 minutes while his merchandise is installed and that during this time he is handed a card to fill out. The information requested includes a free-response question on where he heard about Rayco, during which he may mention a specific medium or word-of-mouth. Later he is asked to specify the vehicle of the particular medium involved—the station in the case of radio.

Jules Rudominer, v.p. dir. of adv.-sales.

These cards are tabulated weekly and provide an index to sales in relation to media. In addition, while a customer may not correctly recall the particular station broadcasting the Rayco message, he will almost invariably indicate some call letters.

In a surprising number of instances, the Mogul executive reports, the responses given furnish an accurate clue to station popularity in the market.

Buys Switched

Mr. Balk, for example, remembers several instances in which station buys have been switched after investigation of card responses have shown a shift in station popularity.

In one specific case, the cards from a major western city began to be heavily sprinkled with the call letters of a supposedly low-ranking station which Rayco was not purchasing.

Looking into the matter, the agency found that the higher rated station Rayco was buying had recently made a drastic alteration in its format which was beginning to prove unpopular.

Rayco and Mogul quickly decided to drop this station and bought the outlet that had been cropping up on the cards. Mr. Balk reports that this station has since done very well for Rayco, and that the former station, after a sharp decline in popularity, is now turning back to its original format.

Changes have also recently taken place in Rayco's own "format." Until a year and a half ago, the firm's products included only the seat covers and the convertible tops, the muffler line being added at that time.

Before the muffler introduction,

Discussing radio estimates for Rayco are Leslie L. Dunier, vice president in charge of radio-tv for Emil Mogul, and Miss Lynn Diamond, who is the timebuyer on the accessory firm's account.

Rayco's copy approach involved separate commercials for the tops and covers, each of which combined jingles and live copy by the local disc jockey.

At the beginning of this year, Mogul overhauled its copy theme to embrace all three products in a general Rayco commercial designed to stimulate sales and wrap up the product image in one neat package.

Myron A. Mahler, vice president and creative director for air media, wrote the jingle copy, which reads:

One, two, three go
Let's go to Rayco
One—auto seat covers
priced so low
Two—mufflers that save
you dough
Three—convertible tops—
Let's go go go
Let's go to Rayco
One, two, three go
Let's go to Rayco.

The new Rayco spot has been given a very elaborate production, involving 15 instrumentalists and five vocalists.

The jingle is usually followed by an announcer reading copy that can be applied to the local Rayco outlet. A typical sample would be:

Yes, go to Rayco . . .
and take along your
Christmas list . . .
You'll find Rayco has the
gift for making motorists
happy.
Like Rayco Vinysan Clear
Plastic Seat Covers . . .
They protect new car up-
holstery while the beauty
shows right through.
Rayco Clear Plastic covers
are guaranteed not to
crack or split . . .
They carry the United
States Testing Company's
seal of approval . . .
And they're custom-fitted
free in just 30 minutes.
What's more, Rayco Vinysan
Clear Plastic covers,
with Rayora trim, are
holiday priced at only
$19.95, for most cars.
.....
(Local Store Tag)
And remember, for America's
best and largest selling
mufflers . . . go to
Rayco.

Agency Profit Plan

Whenever the efforts of the Mogul agency reap new profits for Rayco, the funds received by the agency are also increased. In a different agency-client relationship, Mogul's income is based upon a percentage of the accessory firm's retail sales rather than on the customary 15 percent commission paid by media or the flat-fee system. This, in effect, makes the agency a partner of the client, with Mogul's fees rising in direct proportion to Rayco's profits.

In the future these profits will go to the firm of Mogul, Lewin, Williams & Saylor Inc., as Emil Mogul Co. will be known after January 1. Merging with LW&S, the Mogul agency will bring with it billings of approximately $11 million, making combined billings total $18 million for 1958, according to the two firms.

As far as can be determined, the merger will not appreciably affect radio strategy for Rayco.

Started in New York

Rayco, which now has factories in Pawtucket, R. I., and Puerto Rico, was founded by Joseph Weiss, the firm's president, who conceived the idea of a coast-to-coast chain of stores after setting up an auto seat cover business in Brooklyn for one brother and a similar store in White Plains, N. Y., for another.

From its headquarters in Paterson, Rayco handles such problems as market research, accounting procedures and merchandising and sales techniques. As yet, there is no appreciable merchandising activity involving radio stations, declares the agency.

According to Mogul's Mr. Kramer, "Radio and Rayco are well suited. Since radio provides both the repetition and the in-car audience Rayco wants, I believe their relationship is as indestructible as that of any medium and product can be." • • •

Selling

This is Part II of a two-part series on sound. The first half, A Sound for Every Image, *(November 1958), dealt with advertiser-agency use of sound.*

Memory plays an important part in radio. The image that a station achieves through its sound is implanted in a listener's mind.

The distinctive sound of a station is partially achieved through technical know-how and care. The general public, however, hears no one element, but a combination of everything that goes into making the station image—everything that eventually comes out through the speaker.

It is often the distinctiveness of that sound and its compatability with a sought-after audience that determines how effective it is in creating a station image—that part of the total sound which is programming.

Many programming elements contribute to the sound of a station. In the case of the music and news, although the same basic program ingredients are accessible to everyone, stations in a market differ greatly in their sound.

"Many, many elements go into the sound of a station," says William J. Kaland, national program manager for Westinghouse Broadcasting Co. "The important thing, though, is not the individual elements, but the total contemporary sound of the station and the consistent flow of that sound pattern without any major interruptions or changes of mood."

The "flow of the total sound" is of the utmost importance in the WBC concept, according to Mr. Kaland. The ideal station built along these lines would have bright,

PART II

the 'Sound'

Stations and networks use sound to shape 'images' and to woo potential advertisers

up-tempo, on-the-air personalities who could project themselves in relatively few words. The music would have importance not in terms of individual numbers but in terms of "flow." Immediacy in hourly news and weathercasts would be stressed. "All elements—music, news, service—must flow together," Mr. Kaland states, "for a total contemporary sound."

"Flow" is also the important element in the "balanced programming" of The Balaban Stations, according to John Box Jr., executive vice president and managing director of the group. The Balaban approach is based upon the concept of radio as a personal medium, a constant companion, designed to appeal to local tastes within individual markets, he says. The final aim is to provide the ingredients that will keep the most people listening all of the time.

"Our programming is based on the care and skill which are essential to the development of a smooth flow of pleasant, yet attentionable sound," Mr. Box declares, "achieved through the infinite variations in the selection and sequencing of music."

Programming Elements

The primary requisite of skillfull programming, he asserts, is a constant effort to adapt certain elements to the known activities of the majority of the people at a given time. He classifies these elements as tempo, mood, flow, appeal and service.

"When you abdicate your programming to program directors or disc jockeys . . . or the corner record shop . . . you are headed for trouble," Mr. Box warns. Programming must lean heavily on the factor of audience composition, he says. "Our studies in every city where we have facilities proves to us that there is a different audience availability at varying hours of the day. This introduces other elements in our program planning:

- Nature of audience composition.
- Activities of household and out-of-home.
- Mood in relation to time of day.
- Season of the year.
- Day of the week.

"Obviously," reasons Mr. Box, "the selection and sequencing of music must vary in relationship to each of these five fundamentals and also in unison with the five previously indicated elements. The application of reasonable research, logic and a certain type of artistry creates a musical mix for constant broadcast appeal in relation to mood and motion."

Although, as has been noted, the over-all station sound goes far beyond engineering differences, technical aspects are important. Everything about the sound broadcast by a station is relative to the human ear. Various stations differ in their engineering approaches. And these differences are a beginning toward the purely technical differences in station sound.

Beyond that, there are engineering techniques for making the station sound crisper, more brilliant, "bigger." A more brilliant sound can be achieved by emphasizing the registers that underscore the feeling of brightness. A sense of bigness can be achieved by the use of an echo in which the sound is repeated an infinitesimal fraction of a second after the original sound—so close that there is no feeling of hearing the same sound twice, but only of bigness.

There are many other elements contributing to the better sound of radio today. Recordings are much finer than they used to be; diamond styli, vastly superior heads and reproduction systems, better microphones, all add to the superiority of today's sound. There are many companies making records and they have appreciable differences in their standards.

Sound of Immediacy

The sound of immediacy in news is also an integral part of the station sound. There are plenty of "teletype rippers," as Mr. Box calls them, but that type of newscasting has nothing very imaginative or unique about it that would set the station apart, he says.

Many techniques are employed by stations to create the feeling in sound of immediacy. An example is the growing popularity of mobile units, portable tape recorders and beeper phones to cover the local scene. More and more the present tense and the first person singular are finding their way into newscasts bringing with them the value of projecting the listener into the atmosphere of the event being reported. This type of reporting brings listeners the news first—and first hand.

"Triteness and staleness should

be avoided like the plague in news reporting," says WBC's Mr. Kaland. "The cliche phrases of news reporting should be taboo. News may have a carryover value from one broadcast to the next, but it should always be freshly written for each broadcast so that the words are new even if the facts aren't. The editorial 'we' has its place, but in an on-the-scene report of an event it has an aloof, stuffy quality as opposed to a modest but exciting use of the first person singular."

Another element of programming now widely used is music especially written for the station to introduce service features, newscasts and programs. There are weather jingles, "where to go—what to do" jingles, boating, fishing, skiing, sailing jingles, and traffic, time, sports, holiday and pre-newscast jingles.

Station image, now considered so important by the local outlets, is actually nothing new. The radio networks from their early years have been engaged in building their images, and the most effective results have come with the use of sounds.

Packages With Sound

One broadcasting executive calls the four radio networks "the only business group in America that packages with sound effects, and therefore the best informed people on the subject. They have shaped their operations over the years to achieve identifying and familiar sounds."

Perhaps one of the best known audio symbols—or any other kind of symbol—in America is the sound of the NBC chimes. Another audio symbol, introduced by that network since the advent of tv, has also caught the public's fancy — the *Monitor* beep. And still another is in the works.

Analysis at 30, a network feature soon to be introduced, will be identified by a high-pitched fanfare superimposed on a magnified heartbeat. This trademark in sound is designed to get the listener's attention and also set the mood of "getting to the heart of the problem." NBC executives feel that this symbol will be, next to the chimes and the beep, one of broadcasting's best known audio symbols "within 12 months."

Sound effects, however, are not the only methods used to set a network "mood." The over-all flow of its programming is CBS' big selling point. "Listeners know when they are hearing CBS news," one CBS official declares. "The voices are familiar and authoritative, and from years of experience the listener knows he will get more than just a reading of the news wire."

CBS works at creating an "atmosphere," John Karol, vice president in charge of sales for CBS Radio, declares. "The personalities, daytime dramas and news shows have built this atmosphere through the years; have given the network a definite 'sound.' "

Selling With Sound

Perhaps the most important function of a station's sound is its ability to get a sales message across to the audience. If a consumer purchases a product or service because he identifies it with a pleasant radio experience, the sound has done its job well.

"The sound of radio has long been one of the most effective sales tools known to humanity," says Perry Bascom, national sales manager of Westinghouse Broadcasting Co. As a case in point, he offers the jingles mentioned previously.

"The various community service jingles are especially saleable," he notes. "With weather jingles scheduled hourly an advertiser can buy a weather package giving him ex-

'Trademark in Sound'

Commercials with a good "memory device" set them apart, make them memorable and thus contribute to sales success, according to Hanley Norins, vice president and copy director of Young & Rubicam Inc., New York. "Today's radio is a new frontier for copywriters," he told the RAB's National Radio Advertising Clinic, "and the important thing is to seize the listener's attention, and then tell him you're selling something."

To make commercials "stand out from the crowd," he urged copywriters to strive to be daring and different. "You must use sound effects, the spoken word, the singing voice and musical instruments to drive home your selling message. Create *a trademark in sound* to establish your product in the public mind."

Mr. Norins did not rule out the so-called "straight-sell" commercial, delivered by an announcer or a local personality, so long as the announcement "has character." He said copy should "be simple, idiomatic—and avoid tricky, literary sentences. Make sure your transcribed announcements are thoughtfully cast and use phrases that ring true.

"Use *sound* techniques—'Sonovox,' a speaker or driver attached to the throat of the operator to create unusual sounds; 'tape reverberation,' to vary the speed of words to musical phrases, or the 'tape loop,' a technique to mix sounds recorded at different speeds."

Listeners identify certain sounds with individual programs and stations. In the Portland, Ore. area, Barney Keep, KEX disc jockey, has long used the "haunting wail of a steam locomotive whistle" as a trademark in sound. Here, Mr. Keep poses at an engine's controls. The train whistle plays a key role in area industry.

posure at different times. He might want a weekend traffic jingle package, or perhaps a boating-fishing-sailing jingle package might suit his needs better. In any case, he can buy a set of miniature program features, broadcast at regularly scheduled and promotable times, that deliver the sponsor's message to the listener along with a valid service. And all can be presented in appealing, stimulating form."

The newest NBC presentation, called "Memory Vision," is designed according to NBC Radio Executive Vice President Matthew J. Culligan, "to make advertisers more aware of how they can get better commercials through the use of sound."

"We in radio," Mr. Culligan declares, "must be concerned with how sound is used. The more effectively it is used, the better the results will be. The better the results, the more business radio is likely to get."

The basic principles of "Memory Vision" are that (1) people react directly to sounds and they also react to associations that sounds evoke, and (2) they respond either intellectually (that is, on the basis of what they have learned) or emotionally.

Success Reported

Mr. Culligan reports success with the concept, including the renewal of a campaign by Bristol-Myers Co. for Trushay hand lotion and near-agreements "with five or six other large national advertisers." The new Trushay commercials feature the voice of Madelaine Carroll. "Simply by the sound of her voice, women are reminded of the image of a beautiful young actress," according to Mr. Culligan.

"We have found," he adds, "that certain types of products—of an intimate nature—are better sold with sound alone. The imagination when stirred by sound makes a terrific impression on the consumer who becomes identified with the use of the product." Mr. Culligan cites cosmetics, drug products, insurance and other health and welfare services as products of an intimate nature especially suited to sound.

As for selling sound with sound, a growing trend in the industry, Westinghouse's Mr. Bascom asks, "What could be more natural and effective than to use the sound of radio to sell radio? By letting a prospective advertiser listen to a tape we can effectively tell him about a program or a personality on an out-of-town station. We can even weave in his own commercial so he can hear how it sounds in the program context in which it would be broadcast."

The personality of a newscaster, the tone of news programs and the length and breadth of local, national and international coverage can also be demonstrated simply by playing a tape, Mr. Bascom says. The sound of a new personality or a new program feature can be conveyed to national sales representatives or to advertisers quickly, conveniently and unmistakably, he asserts, through tapes.

Many national representatives and stations are regularly offering this kind of tape presentation—literally, selling the advertiser on and with the sound of the station. The CBS "Protective Listening" presentation was designed to do just that for the network.

"Protective Listening" was primarily used to show advertisers the framework in which they would be placing their commercials. The tape presentation was also designed to demonstrate the selling ability of CBS Radio personalities and the protection from double and triple spotting that the network was offering.

"An agency can spend a lot of time and money on a commercial that sounds terrific," says CBS's Mr. Karol, "but if the station's over-all sound and spotting practices are not right, the commercial can be lost in the shuffle."

Mr. Karol says that such CBS programs as *Gunsmoke*, *Edward R. Murrow* and others, segued together to show "the atmosphere, the program setting, the sound of CBS Radio, convinced a lot of agencies and clients that they should re-examine their schedules."

Today's radio is, in a sense, the newest of all the media. It is in the throes of a renaissance, the outcome of which will decide its rightful place in relation to its competition. Research and experiments with the goal of creating individuality and recognition for stations and the networks can only result in finer radio for the public and a better sales tool for the industry.

"The fight is for sound," as John Box has said. "This elusive sound that each listener searches for on the radio dial is the sum total of each [of the elements of music and programming], mixed effectively and translated into the only commodity for sale by the radio station of today . . . *sound!*" • • •

Seven Radio Advertisers Tell Why

Seven radio advertisers at the recent National Radio Advertising Clinic, sponsored by Radio Advertising Bureau, spent the better part of the first day analyzing their use of radio. The companies are: Eskimo Pie Corp., National Airlines Inc., Mogen David Wine Corp., Contadina Foods Co., Sterling Silversmiths Guild of America, V. La Rosa & Sons Inc. and the Alemite division of Stewart Warner Corp. For the most part, these stories were examples of the way radio has successfully helped solve specific marketing problems. The one exception was Mogen David Wine Corp. whose representative admitted that his company does not yet have a radio success story. He explained that the company was happy with other media until an RAB presentation started Mogen David and its agency thinking about radio. An early campaign was inconclusive, he states. Now the company is on a major spot and network drive and it hopes soon to be able to report successful results.

The NRAC, which was held at the Waldorf-Astoria Hotel, New York, from November 18 to 19, was attended by about 700 agency, advertiser and radio executives. While other facets of radio were discussed (see Report from RAB, p. 51), these seven advertiser analyses were dominant. A capsule profile of each advertiser's approach to radio follows:

Eskimo Pie Corp.

This division of Reynolds Metals Co. has always devoted more than half of its budget to radio, according to Robert M. Woods, vice president. It is currently running at 51 percent of the total ad budget, he states. Eskimo Pie, says Mr. Woods, was the 28th largest spot radio advertiser in the second quarter (April to June). During this time, the company used 3,272 one-minute spots, 2,313 ten-second spots and 144 twenty-second spots on about 181 stations across the country. About 20 a week were used on each station, Mr. Woods states, concentrated in the shopping days of Thursday, Friday and Saturday. Among the chief reasons for Eskimo Pie's radio use, as outlined by Mr. Woods, are: Flexibility—radio coverage parallels market distribution; economy—favorable cost per thousand, and product endorsement by local personalities. "Radio advertising is a tradition with us," declares Mr. Woods, whose firm has been using the medium since 1928.

National Airlines

Radio is employed by this company in 24 markets utilizing 35 radio stations with about 420 announcements weekly, declares William Ehart, director of advertising and public relations. Serving predominantly Eastern and Gulf cities, National found that there were 50 million radios serving the 17 million homes included in the company's sales markets. A large part of its budget is going to radio, states Mr. Ehart, for four reasons: Radio's ability to help overcome, through instantaneous selling, the perishability of National's product ("Once a seat is gone, we can't sell it tomorrow."); the highly competitive structure of the airline business; the need to change copy to fit last minute schedule changes and reminders, and the ability to concentrate on special markets at various times. Mr. Ehart further states that specialization in programming has enabled the company to pre-select its audience. He cites a recent example to show radio's flexibility and response. During another airline's strike in Norfolk, Va., National radio spots were quickly revised to attract reservations for flights that were being added. When switchboards were jammed with advance orders, declares Mr. Ehart, National again altered radio copy to advise the people that reservations were not necessary, that they should come right out to the airport. This worked, too, and took the load off the switchboards.

Mogen David Wine Corp.

As unfolded by Bernard J. Wiernik, vice president in charge of sales and advertising, this is the story of a company that was happy with other media results and had not considered radio seriously until RAB presented the "sound" story. Along with its agency, Edward H. Weiss & Co., Chicago, extensive research showed that radio had certain "tempting" advantages, Mr. Wiernik states. Among these are: Lowest cost per impression enabling the company to reduce advertising costs

Dr. E. L. Deckinger (facing camera), vice president of Grey Advertising Inc., New York, answers media questions put to him by radio station managers participating in the "Media Buyers' Roundtable" feature of RAB's NRAC. At Dr. Deckinger's right is Joan Rutman, Grey media buyer.

without reducing advertising effectiveness; broad coverage (Mogen David has distribution in 46 states), and enabling the listeners to engage in other activities while the radio is turned on. It was decided in 1957 to devote a large share of the budget to radio. A network campaign at that time was "inconclusive," Mr. Wiernik declares. The company now has a drive on NBC Radio using 42 spots a week on practically the entire network, plus a spot campaign in 104 markets. Mr. Wiernik is hopeful—and confident—that radio will earn an increasing share of Mogen David's $3.5 million-a-year ad budget.

Contadina Foods Co.

The current radio strategy of this company, reveals Martin Morici, vice president in charge of sales and advertising, is to use several 8-week flights a year, rather than a continuing 52-week schedule. The reason for this, he states, is to dominate the medium at these times with as heavy a schedule as possible, buying up to 180 spots a week in a market. Contadina aims its radio announcements at the housewife from 7 a.m. to 4 p.m. Mr. Morici states that for the fourth consecutive year "we've concentrated most of our advertising money in radio." The history of this goes back to 1954, Mr. Morici states, when Contadina was fighting for shelf space and found its ad funds limited. The company turned to spot radio. "So successful was the first campaign," says Mr. Morici, "that we were actually completely out of product long before the new crop of tomatoes was ready for harvesting."

Sterling Silversmiths Guild of America

This manufacturers' group turned to radio to establish an awareness of sterling silver in the minds of women. It spent $500,000 for radio in 1958. There was a need, relates John F. Ambrose, executive vice president, to register the image of their product as desirable and important in the modern concept of family living.

The guild uses both spot and network radio. The spot portion includes participations on certain disc jockey shows. Mr. Ambrose states that in addition to the housewife, Sterling Silversmiths Guild is interested in the 17-year-old to implant product awareness for sterling.

For the first two quarters of 1958, Mr. Ambrose says, "we had better than a half-billion cumulative listener impressions at the low average cost of 45 cents per thousand."

The guild uses chiefly 60- and 10-second announcements.

V. LaRosa & Sons Inc.

A heavy user of spot radio, this firm has been using the medium for more than 25 years, states Vincent S. LaRosa, vice president in charge of advertising and marketing. With products sold chiefly in the Northeast, spot announcements are used according to the size of the market. For example, Mr. LaRosa states, the company's campaign uses 300 announcements weekly in New York, 251 in Boston, 88 in Providence, R. I., and 50 in Portland, Me.

"We tailor our spot radio coverage," says Mr. LaRosa, "to give us saturation in the individual markets we reach. We also try to get additional mileage from our use of radio. For example, when we prepare a mailing piece for dealers and distributors, we give them the frequency of spots we are using and where they can find them on the dial."

Alemite Division, Stewart Warner Corp.

This division, makers of Alemite CD-2 oil additive for cars, is a radio-only advertiser that invests $1 million a year in the medium.

In years prior to 1957 and 1958, other media were used, states Fred R. Cross, advertising director. After a trial and error period, he declares, "radio alone was able to do" the job required based on five guideposts:

"Our advertising had to have: (1) Continuity—to satisfy jobber enthusiasm and customer demand; (2) low cost—to keep continuity without going broke; (3) a male audience—because women simply do not buy this product; (4) an automobile audience—to hit the man while he's driving, and (5) a good program setting—to establish a recognizable pattern around the country."

Alemite uses chiefly five-minute newscasts between 6:30 and 8:30 a.m., and 4:30 and 6:30 p.m. Radio is bought for 52 weeks in 70 markets and 26 weeks in 50 markets, states Mr. Cross. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

A MOVING TRIBUTE to its younger sister is paid by WSB Atlanta. "Modern Mobile Radio" was the theme of this float honoring WSB-TV's 10th anniversary in a parade through downtown Atlanta. Announcers broadcast the parade's color from the car as 220,000 Atlantans watched.

AIRING AREA PROBLEMS on the WWDC Washington weekly *District Roundtable* program are (left to right) Judge Emmett H. Nanna of Prince Georges County; D. C. Police Inspector John E. Winters, and Attorney Hillel Abrams. They discussed juvenile crime treatment.

ALL 'KNIGHT' SHOW is promoted by medieval WSAI Cincinnati promotion man as he rents display space from the city. The new show features Herb Knight, former Dayton, O., disc jockey, in a daily 6:30 to 10 a.m. wake-up stint.

EN ROUTE FROM BEIRUT are some of the 15 officers and 47 enlisted men of Marine Aircraft Group 26 Sub-Unit 1 stationed at New River, N. C. On-the-air welcome is given the veterans of Lebanon by Rod Jones from the WJNC Jacksonville, N. C., mobile news unit.

DOWN TO EARTH prizes are awarded in the KFWB Los Angeles "Rocketing Ratings" contest to Edith Whaley of Stromberger, LaVene, McKenzie by Bob Purcell, station's president. Timebuyers guess at KFWB's rating in continuous game.

MEN OVER MIAMI explain operation of radio equipment in the Shell-WGBS traffic reporting helicopter to police chiefs in town for a convention. Discussing their traffic safety broadcasts are WGBS Managing Director Bernard E. Neary (pointing) and Miami Police Chief Headley (far right).

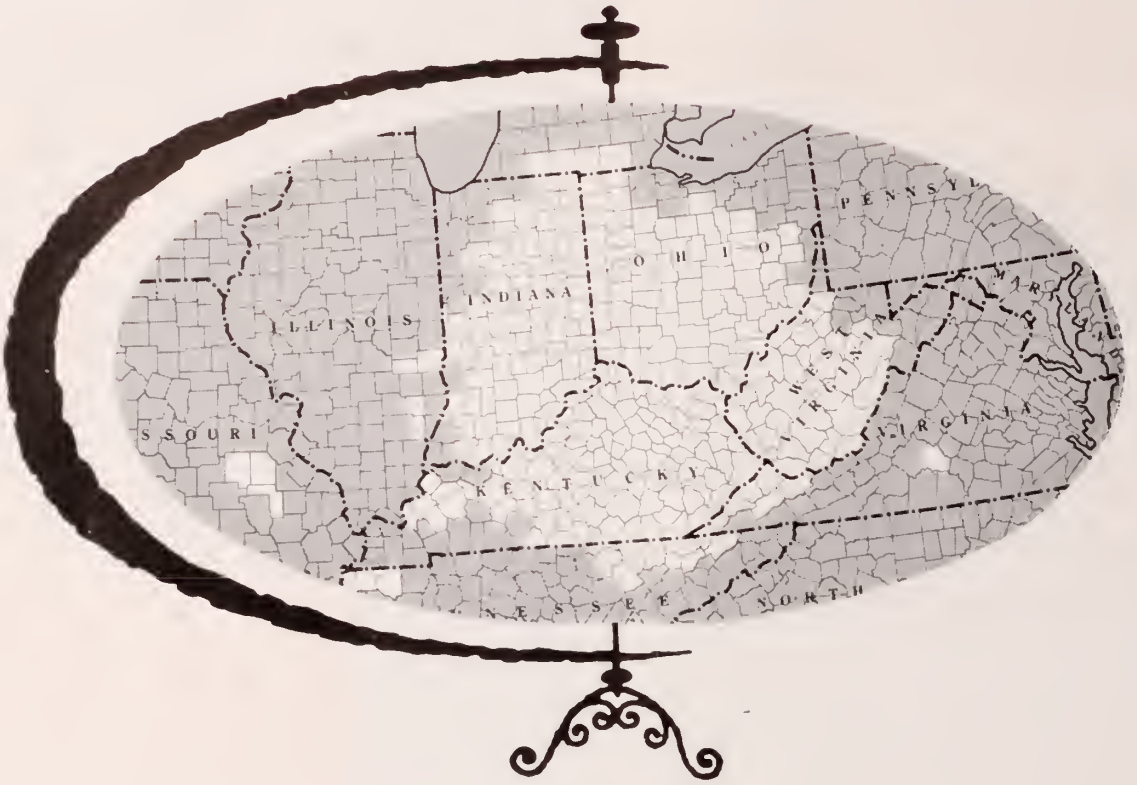
STAR SALUTES SPONSORS as Sheldon Gibbs (left), of the KRIZ nightly *Western Show*, moves his broadcast to Phoenix restaurant owned by Bill Johnson (right). In center, Ed Fitzgerald, general manager of Courtesy Chevrolet, co-sponsor, with one of his samples.

THE SECRET INGREDIENT in this promotion is money, as WGH Newport News, Va., Assistant Manager Ambert Dail prepares to sell dollars for 50 cents to all comers as part of the Norfolk area station's 30th anniversary celebration. The station reports that it had no trouble disposing of its stock of merchandise.

"THE HIDDEN REVOLUTION," studies in sound of the gigantic pressures faced by the average person in today's world, are scheduled for production throughout the winter by President Murray Lincoln of Nationwide Insurance, sponsor; CBS President Arthur Hull Hayes, and Irving Gitlin, public affairs director.

A. C. Nielsen Company reports

WLW radio audience among TOP 10 in America



The full scope of the WLW AUDIENCE

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly coverage area	334	3,116,800	2,987,910
Homes reached	Total	% of Total Homes	% of Radio Homes
Monthly	1,221,160	39	41
Weekly	1,067,110	34	36

NCS DAY-PART CIRCULATION . . . . . PER WEEK . . . . . .

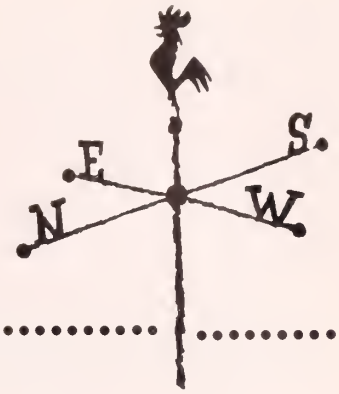
	Once	3 or more	6 or 7	Daily Avg.
Doytime Listener Homes	961,000	692,400	402,380	593,640
Nighttime Listener Homes	624,360	378,050	204,180	338,020

(Source: 1956 Nielsen Coverage Service)

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

hometown USA

- Commercial Clinic
- Station Log
- BPA Memo (Local Promotion)
- Radio Registers



Need for News Sparks Formation Of Two Radio Services

Radio Press, a news network, and News Associates, a Washington bureau, transmit news by voice

When the untimely death of Tyrone Power near Madrid was bulletined across the country by radio stations, the sound medium scored one of many beats on competing news media. From small town to big city, the word was out: "I just heard it on the radio."

This type of immediacy has gained for radio a prime position in journalistic circles.

Convinced of the need for quality national and international reporting for radio *only* is a new organization called Radio Press, a syndicated news service whose identifying sound is a voice instead of the tick of a teletype machine.

The ultimate aim of Radio Press is to become a radio news network providing everything from a news bulletin to a human interest feature for a nation-wide line-up of stations.

Still another new outfit offering a radio-only news service is News Associates Inc. However, this outfit functions strictly as a Washington news bureau for stations, and also services Radio Press with Washington coverage.

As expressed by George Hamilton Coombs, president and founder of Radio Press, "We hope to provide a station with the kind of material that will enable it to program its own feature program such as *Monitor.*"

For the present, Radio Press has set its sights on providing a saleable world-wide news service no matter where a station is located.

Specifically, Radio Press is offering three basic services:

- A five-minute network-type newscast that is open-end for local commercials.
- News spots that can be dropped into station newscasts. The spots are from 45 seconds to one minute and 15 seconds long. These are either actuality broadcasts (from the scene of the happening with crowd noises) or first person news reports ("This is John Rex from Berlin. I just witnessed . . .").
- A world news round-up one minute in length comprising three 15-second spot reports, each one starting with a dateline.

For the most part, Radio Press feels its service will help independent stations. Because it also offers features, however, the firm feels that network-affiliated stations are prospective customers, too.

The continuing need for a comprehensive news service by radio sta-

tions was a major reason for the founding of Radio Press, the company states. According to Stewart Barthelmess, vice president and general manager, "At affiliate meetings (Mr. Barthelmess was formerly vice president of ABC Radio), the point that was continually driven home by stations was the desire and need for global and national news."

Although formed in August, Radio Press did not launch its sales effort until late October. At press time, the following sales have been reported:

WWDC Washington; WADS Ansonia, Conn.; WPTR Albany, and WDEW Westfield, Mass., have ordered news spots to be dropped into regular newscasts. In addition, WBAI-FM New York has bought a three-a-day news show featuring 10 minutes of world news at 8 a.m., 12 p.m. and 4 p.m.

There are three basic means of transmission that Radio Press plans to use to carry its voice news: Beeper phone, long lines and fm facilities.

At the outset, beeper phone will probably be the most relied on method because of the higher cost of long lines and the impracticality of fm transmission unless there is a properly spaced string of stations being serviced.

All news from Radio Press is transmitted from the New York office. Reports from around the world and from Washington are phoned in and edited down for voice transmission to stations. In the cases of WWDC and WADS, news spots will be sent to stations twice a day at 7:30 a.m. and 2:30 p.m. WWDC will receive them by long lines while the beeper phone will service WADS.

Radio Press has a staff of about 12 people in New York and Washington. Staff correspondents are maintained in London, Paris, Rome and Beirut. In addition, Radio Press states, about 4,126 stringers are located in 90 countries.

Among the news staff in New York are Lloyd Garrison, formerly of NBC Radio's *Monitor* and Du Mont Broadcasting Corp., and Ray Weiss, formerly of Associated Press and DuMont.

In addition, a second news-gathering service called News Associates Inc. is headed by I. Herbert Gordon, who has spent 15 years in the newspaper business and was Far East editor for International News Service. This outfit services Radio Press with Washington news. Radio Press, however, maintains its own voice man there, Herb Bruback, who "reads" the news for transmission to New York.

News Associates, with headquarters in the National Press Building,

George Hamilton Coombs, Radio Press pres.

Stewart Barthelmess, Radio Press v. p.

was formed about six months ago by four former INS journalists. The organization functions as a Washington bureau for radio stations and currently states it has 30 outlets as clients.

The purpose of News Associates is to supply stations—via beeper telephone or tape—with interpretive reporting on Capitol news and to create a personal link between that news and the client, especially if there is a local or regional slant to the story.

The broadness of the NAI service can be tailored to fit the immediate needs of almost any station. Fees vary according to the amount of news fed to the outlet. They depend, too, on the station's size. A station may negotiate for a single daily report with emphasis on either news of a local or regional nature or exclusive national stories. NAI also offers a twice-a-day telephoned beeper report.

Special coverage projects and exclusive interviews are also available to a client by tape or by phone. On either a daily or a weekly basis a station may also contract for a complete Washington round-up news show that runs 5 to 10 minutes.

Coverage of all Presidential news conferences is available from NAI by tape or phone. The tape version is the President's comments immediately after White House clearance. Time can run anywhere up to a half hour. A phone report direct from the White House runs approximately two minutes and can be phoned to the station within a half hour after the end of the conference.

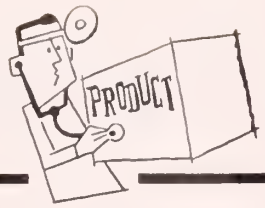
Newest of the NAI news services to be put to the test is a foreign language broadcast. Confident that a sizable market exists for foreign language programming, a decision was made to incorporate a foreign language package into the NAI service. The news and feature reports are available daily or weekly. Before the package was offered to stations, a number of foreign language experts who, Mr. Gordon stresses, are also reporters, were lined up to handle the assignments as they were requested. At this writing, NAI had just received its first firm order for an Italian program. And on the heels of it, Mr. Gordon says, came a request from a station for information on what NAI might be offering in Polish-language programming.

Radio Press, in addition, offers special open-end introductions identifying its correspondents as the station's own reporters.

This blending of a national and international voice news service with a station's own programming is the cornerstone around which Radio Press and News Associates Inc. hope to cement sound corporate structures. • • •

HOMETOWN U.S.A.

commercial clinic



Soft to Moderate Selling Stressed in Vodka Commercials As Station Accepts Liquor Ad

Sol Sackel, president of the Sackel Co. Inc. of Boston, employs late-evening newscasts to aim his Vodka commercials at an adult audience. Sell is "soft to moderate."

The banning of hard liquor advertising from the air has for many years been a deeply rooted tradition in the broadcasting industry. Recently a "good music" station in Waltham, Mass., WCRB-AM-FM, broke new ground in accepting advertising from a liquor company, Nuyens Vodka. Negotiations with the Sackel Agency in Boston on behalf of the sponsor had been in the works for nearly two years, according to Gene Kilham, station sales representative.

"The sale came about as the result of many inter-office and departmental meetings probing the pros and cons of accepting this account on WCRB," Mr. Kilham states, "and in the end we decided that it is in good taste to advertise liquor on radio. (See *Washington,* p. 15.)

"Of course, 'good taste' is contingent on many factors, such as time of program, composition of audience and particularly on copy theme," he continues.

The handling of the copy, Mr. Kilham declares, is "far above the usual routine in that it is written by the agency and approved by us only after meetings of the agency, client, and programming and sales departments of the station." The Nuyens copy, he states, undergoes a more thorough screening than that of any other account.

The underlying principles applied in writing the commercials include soft to moderate selling by the announcers and the restriction "to some extent" of the use of the word vodka, Mr. Kilham explains. In addition, the copy does not urge the use of any specific drink made with vodka and it avoids mentioning the word "drink" wherever possible.

Dialogue-type copy between two male voices is a frequently-employed technique, Mr. Kilham says, and this is taped to avoid any problems "resulting from two people working side by side in a studio."

The current schedule of the Nuyens buy calls for five-minute newscasts Monday through Friday at 11 p.m. and midnight. Each program contains the customary open and close (15 seconds for each) plus a one-minute middle commercial.

"Through these programs on WCRB we reach an adult, discriminating audience of men and women who are prime prospects for Nuyens Vodka," declares Sol Sackel, president of the Sackel agency. "We selected radio to supplement and give added strength to our consistent program in other media. If radio is sound for cigarettes and beer, why not for Nuyens Vodka? Radio allows us a great deal of flexibility and it gives us maximum consistency at economical rates.

"By careful study of our market plus careful programming we believe we have constructed a program that reaches the right kind of audience in the right atmosphere."

The groundwork for the hard liquor breakthrough at WCRB had been laid several years previously, according to the station's president, Theodore Jones, when WCRB began to accept advertising from two liquor stores.

"Since we know that few teens and children listen," he says, "we felt no qualms in numbering among our advertisers these two liquor stores. We do not urge people to drink; we present interesting messages about products that are commonly used. Above all, we insist on complete control of copy which *must* be in good taste."

Mr. Jones also points out that the Nuyens agreement calls for their use of late newscasts. Pulse composition-of-audience surveys, he says, indicate that "no teens or children are listening to us at those hours. We are pleased to report that we have had not one solitary objection to the Nuyens commercials since they began sponsorship.

"For what it is worth, it is interesting to note that, by coincidence, the three top executives of WCRB (president, station manager and commercial manager) are non-drinkers," Mr. Jones states. "Be that as it may, these same executives ask only for WCRB and radio the same allowances and privileges that newspapers enjoy." • • •

station log

On-the-Scene Reports, Machines and Analysts Highlight Election Coverage

Coverage of America's election returns by radio was at its most scientific during last month's state and congressional elections. Radio studios were equipped with teletype and calculating machines, beeper-phones, analysts, professors and, of course, newsmen and announcers to read the results. Local campaign headquarters were covered by radio reporters on the scene, and these newsmen combed the cities to report every aspect of election night. These are among the highlights reported by stations.

An interesting aspect of radio election coverage has been the pooling of news efforts by many stations aimed at getting on-the-scene reports from various parts of the country.

One of the largest reported "networks" was a 14-station group that banded together via beeper-phone to accelerate up-to-the-minute election returns and to convey area trends. Participating in this nationwide cooperative plan were: WTRY Troy, N. Y.; WFBR Baltimore; WERE Cleveland; KLIF Dallas; WKMH Detroit; WIBC Indianapolis; KMPC Los Angeles; WEMP Milwaukee; WDGY Minneapolis; WAVZ New Haven; WFIL Philadelphia; KSFO San Francisco; WWVA Wheeling, W. Va., and WWDC Washington.

A similar hook-up in the Midwest joined WOWO Ft. Wayne, WXYZ Detroit, WCOL Columbus, O., and WXLW Indianapolis during the night for reports on congressional races and the governorships at stake.

Election coverage at WBZ-WBZA Boston-Springfield featured an analysis of trends by a professor of political science from Brandeis University and an editor of the *Christian Science Monitor*.

Results were reported and broken down from the standpoint of the Negro voter by WOV New York. The coverage brought Negro editors and community leaders to the microphone during the night to comment on various election returns.

More than 500 members of the Junior Chamber of Commerce of Indianapolis were special reporters for WFBM on election night. The Jaycees were assigned to various polling places throughout the city to telephone returns to WFBM's "Election Central."

A bullseye was claimed by WINS New York, which — based on a postcard tally — predicted the Friday before polling day that Nelson Rockefeller would defeat Governor Averell Harriman by 54.9 percent of the vote to 45.8. Actual results were only about .7 of a percent off.

Top Storz Station executives meeting in Chicago to discuss business trends are: (Standing, left to right) Herbert S. Dolgoff, gen. counsel; Jack Sandler, WQAM Miami gen. mgr.; Todd Storz, president; Robert F. Tilton, nat. dir. of eng. Seated (left to right) are: Jack Sampson, sales mgr. WHB Kansas City, Mo.; Bill Stewart, national prog. dir.; George Armstrong, exec. v.p.; Fred Berthelson, v.p. WTIX New Orleans; Jack Thayer, gen. mgr. WDGY Minneapolis.

KWFT Wichita Falls, Tex., antenna looked like this after last month's tornado which slashed across Texas and Oklahoma. The 368-foot tower, and two mates, were totally wrecked. Within hours after the storm, one remaining antenna was in use and KWFT had returned to the air with needed storm reports.

In other news, WPTR Albany, N. Y., and the local Chamber of Commerce have hooked up in a very successful membership drive for the civic organization. With the Chamber using the station's studios as drive headquarters, and with full employment of the mobile units and radio cars, a street-by-street canvassing was carried out. An "all-time high" of 162 paid memberships was received.

Radio Activity

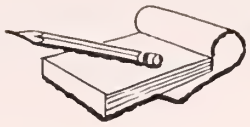
• KMOX St. Louis has contracted for the building of modern facilities exclusively for radio operations. It will mark the first time in 20 years, the CBS-owned station reports, that CBS has constructed a building for radio-only operations.

• WKRC Cincinnati has begun construction of a building to house offices and studios for am and tv. The building and completely new equipment will cost about $1,500,000, WKRC reports.

• WHDH Boston will move its entire am and tv operation to new studios under construction in a centrally located area of the city. Besides the seven studios, five for radio, an office building is included. • • •

HOMETOWN U.S.A.

BPA memo



BPA Convention Highlights; Mystery Contests Seek Right 'Sound,' 'Needle,' 'Mother'

At the three-day convention of Broadcasters' Promotion Association in St. Louis, Elliot Henry, outgoing BPA president and ABC Chicago director of promotion, revealed that membership had risen in one year more than 20 percent—to nearly 250. Mr. Henry also urged his colleagues to work toward "increased promotional maturity."

The convention, which elected Charles A. Wilson, sales promotion manager of WGN Chicago, as its president for 1959, also heard Donald H. McGannon's plan for promoting the broadcasting industry itself. The president of Westinghouse Broadcasting Co. called on radio and tv to use their own great sales tools (see *Editorial*, p. 64).

Other newly-elected officers are: Gene Godt, WCCO-TV Minneapolis, first vice president, and Burt Toppan, WTVJ (TV) Miami, second vice president. William Pierson, WBKB (TV) Chicago, was re-elected secretary-treasurer.

New directors named for three-year terms are: L. Walton Smith, Transcontinent Tv, Rochester, N.Y.; Austin Heywood, KNXT (TV) Los Angeles; Harvey M. Clarke, CFPL-TV Toronto, and Janet Byers, KYW Cleveland. Don Curran, KTVI (TV) St. Louis, was named director for a two-year term to fill a vacancy.

In the promotion vein, the "mystery" contests are back in vogue, and have taken such forms lately as the "Mystery Sound," the "Mystery Needle" and even the "Mystery Mother."

WLOL Minneapolis is running a weekly "Mystery Sound" contest and pulling 3,500 to 5,000 postcards per week, the station claims. Latest winner reported, a housewife, received more than $1,000 in prizes for identifying the sound of a flour-sifter.

The Phoenix Boys' Club benefitted in a mystery "needle-in-the-haystack" contest sponsored by KPHO and staged in the window of a local furniture store. Teams from two branches of the club competed as KPHO broadcast a "straw-by-straw" account, and the winning team got $100 for Boys' Club activities. It also received $15 for its own treasury and a prize to the actual finder. The losers got $10 for their club.

Carrying the idea further, KCBS San Francisco ran a "Mystery Mother" contest sponsored by Mother's Cakes & Cookies. Entrants sent in their telephone numbers and were called by a KCBS disc jockey. Clues were broadcast throughout the two weeks before a lady from Oakland identified Gail Patrick as the question-mark mom. The winner received a week's vacation in Carmel, Calif., and lots of cakes and cookies.

When KTBC Austin, Tex., inaugurated 24-hour programming this fall it wanted the city to stay up and take notice, so from midnight until 5 a.m. prizes were awarded to persons bringing in unusual objects in a "mad treasure hunt." It was KTBC that was surprised when listeners easily produced the following: A black goat at midnight; a red flannel nightgown (in use) at 1 a.m.; a pig in a diaper at two; a certified beauty contest winner (in a bathing suit) at three; a night owl (feathered variety) at four, and a hockey puck (not readily found in Texas) at five.

WSB* Atlanta also has a studio full of unusual items, owing to its trading contest which offered a cash award to the person bringing in the oddest object. Entrants produced everything from a live jelly fish to old sets of false teeth. The winner: A lady with a 30-year-old corset. •••

*Denotes stations who are members of BPA (Broadcasters' Promotion Association).

the NUMBER ONE STATION

IN THE SECOND LARGEST MARKET IN BOTH MINNESOTA AND WISCONSIN

WEBC

DULUTH • SUPERIOR

See your Hollingbery man

In Minneapolis . . .

See Bill Hurley

In the leadership spotlight

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

MODERN RADIO NEEDS MODERN SERVICES

KEEP AHEAD WITH . . .

RADIO HUCKSTERS

New and exciting customized jingles for every business and sales event.

AIRLIFTS

Weather, Time, Station ID's. Sound Effects for that new and distinctive station sound.

THE JIM AMECHE SHOW

Only complete taped Disc Jockey show on Radio, with music and commercials by Ameche . . brings a new star to your staff.

RADIO FEATURETTES

70 multi-purpose 15 second spots weekly from the interesting exclusive files of Bruce Chapman, Radio's "Answer Man."

MUSI-CALL-LETTERS

Sparkling and brilliant custom built station ID's for tailored identity and exclusivity.

MUSIC LIBRARIES

Tailored to your station's requirements. Over 20 years experience.

CREATIVE PRODUCTION SERVICES

For that extra professional touch.

CUSTOM RECORDING FACILITIES

Highest quality, versatility and reliability for recording, processing and pressing work—monaural or stereo.

TALENT MANAGEMENT SERVICE

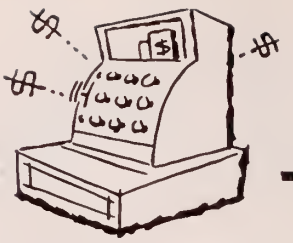
That knows its way around Ad Avenue.

INQUIRE TODAY about all you need for Modern Radio . . . . all at

LANG-WORTH

1755 Broadway, New York, N.Y.

radio registers



FLOUR MILL

Dixie Lily Flour, a product of Buhler Mills, uses six 15-minute programs per week on WLOK Memphis. Completing two years of programming on the station, Dixie Lily has risen from eighth in sales in the Memphis market to second in that period and the station reports that the client is rapidly approaching the top position.

SOFT DRINK BOTTLER

Seven-Up distributor in Cleveland initiated a one-week campaign costing $180 over WDOK, and the station initiated a radio-bowling alley tie-in merchandising campaign in their behalf. Copy promotes not only Seven-Up but bowling as a wonderful exercise and game. When the sponsor began with the station, less than five percent of the bowling lanes carried Seven-Up. First week's reaction was excellent, WDOK reports, and Seven-Up decided to continue the campaign indefinitely. Seven-Up currently is in more than 40 percent of the bowling lanes in the area.

FISH MARKET

Aarons Supermarket in Augusta, Ga., ran a special sale on ocean bream and mullet fish to perk up business at a normally slow part of the month. Aarons purchased 30 spot announcements over WAUG to run on Thursday, Friday and Saturday, and used no other form of advertising. According to the client, the sale "exceeded our expectations" as Aarons "ran completely out seven times and had to get in more." Aarons found that when the final figures were in, it had sold 12,400 pounds of fish —more than six tons.

FOOD MARKET

Hiway Market of Idaho Falls, Ida., sought a method to increase traffic in its store located outside of the center of town. Hiway turned to station KID, placing five announcements per day for two days promoting its meat department and announcing a special sale. KID reports that after the 10 announcements more than 2,000 persons turned up at the market and that three tons of hamburger were purchased.

report from RAB

NRAC's 'Buyers' Roundtable' Turns Up Agency Hints For Radio Management

Rarely do timebuyers and broadcasters sit face-to-face in the casual calm of a carpeted drawing room and exchange views on how timebuying and selling should be done.

But that's just what some 250 of them did during a coffee klatch at the Waldorf-Astoria last month. The occasion was the "Media Buyers' Roundtable" segment of the RAB-sponsored National Radio Advertising Clinic, which took place November 18 and 19.

This experiment in problem-solving worked what several broadcasters called "wonders" in bringing to light many issues not normally discussed in formal office confines.

It gave the buyers, frequently taciturn with sellers on the specifics of media decisions, a chance to let their hair down and speak frankly with the time sellers.

But it also put them on the receiving end of barbed inquiries from broadcasters on what kind of station performance they look for when buying.

To heighten the informality, and keep the discussions from going stale, RAB added a special variation to the usual conference table exchange of ideas. The bureau applied a Round-Robin technique, which worked as follows:

Three separate sessions, each 40 minutes in length, were arranged. At a signal, everyone in each of a dozen different groups changed tables.

This swing-shift twist measurably increased each participant's opportunity to probe. As a result, with the pressure off, timebuyers advanced such opinions as these:

- Much station promotion material is "thrown away" but basic market and rating data are eagerly sought.
- All station data should as much as possible be "kept up-to-date."
- Stations looking for national business should concentrate on market facts and leave the individual station selling to the representative.
- Ratings are by all odds the number one factor in station selection, according to the RAB Roundtable, but other plus points also play an important part. These include rates, merchandising facilities, salesmanship impact of station personalities and what local advertisers in the area are doing.
- Most agencies have one "pet" rating service they like but no single service is overwhelmingly preferred by all.
- Buyers prefer using the same rating service yardstick for all stations involved in a given campaign. But they will consider data from a second source if for one reason or another the first service isn't available.

The timebuyers also appealed for "more understanding" of *their* problems. Some said they often work under deadline pressure from clients. Others suggested stations work more closely with representatives—to keep them up to date on availabilities and thoroughly informed on program changes.

Of special interest to many buyers is descriptive data on early morning shows, most of which they felt "were all essentially the same."

'Most Effective'

As a special feature of the NRAC, RAB made its annual awards of gold records to the advertising agencies who created the eight "most effective radio commercials of 1958." The presentations, in alphabetical order by brand names, went to the following:

Budweiser Beer (D'Arcy Advertising Co.), Contadina Tomato Paste (Cunningham & Walsh Inc.), Dodge Automobiles (Grant Advertising Inc.), Newport Cigarettes (Lennen & Newell Inc.), Northwest Orient Airlines (Campbell-Mithun Inc.), Pepsi-Cola (Kenyon & Eckhardt Inc.), Tetley Tea (Ogilvy, Benson & Mather Inc.) and Winston Cigarettes (William Esty Co.).

Also featured during the NRAC workshop, which was attended by more than 700 advertising-broadcast executives from coast-to-coast, were seven case history talks by leading national advertisers on how radio advertising helped secure sales success (see *Seven Radio Advertisers Tell Why*, p. 40). • • •

In the leadership spotlight

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

2nd consecutive AP AWARD

For the second consecutive year WIS Radio has received the South Carolina Associated Press Superior Award for outstanding news coverage.

Let WIS, an NBC affiliate for 27 of its 28 years, carry your sales message to the growing, diversified, industrial and agricultural market it covers.

WIS
COLUMBIA, S.C.
NBC · 560 KC · 5000 WATTS

G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director
Represented Nationally
by Peters, Griffin, Woodward, Inc.

He makes them reach for the Oilskins...

When Dr. Tom Malone left an associate professorship at M.I.T. to organize the Travelers Weather Service, he practically revolutionized weather forecasting on WTIC.

Instead of merely predicting rain, he would cite the exact odds. And when listeners heard there were 8 out of 10 chances of rain they automatically reached for the oilskins.

Today, WTIC weather forecasts are prepared and broadcast by six qualified meteorologists under the direction of Dr. Malone. Their predictions are a byword in the rich, rich southern New England area.

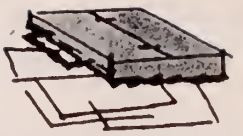
For availabilities contact Henry I. Christal Company

WTIC

Hartford, Connecticut

50,000 watts

report from representatives



Visits by Station Executives To Timebuyers Bring Results, NBC Spot Sales Study Shows

Visits to agencies by station executives have a positive influence on timebuyers. All too often, however, the failure to sell spot radio itself and the tendency to disparage the competition within the medium is frowned upon by agencies who listen to station presentations.

These conclusions are from NBC Spot Sales' Timebuyer Opinion Panel survey on the question of the value of station management visits to agencies. About 78 percent of the timebuyers reported that station executives sell spot as a medium very rarely or not at all, while almost 90 percent reveal that the method of disparaging competitors is employed "sometimes" to "very frequently."

"Station executives should spend their time highlighting the positive factors about their stations and avoid downgrading competition," Earl Perrin Jr. of Perrin-Paus Co., Chicago, advises. "There's too much negative selling."

"I hate pitches which are not constructive," Catherine Noble of Marschalk & Pratt, New York, agrees. "Documented information on the market and its relations to the client's service or product are always welcome. A straight 'you're on the wrong station' pitch never sits well."

The 251 panelists, working for 173 different agencies, were asked to "draw a portrait" of the visiting station executive. Of these timebuyers, 15 percent are with agencies whose broadcast billings are in excess of $5 million and 55 percent work for "under $5 million" shops. Also, 57 percent are employed, the survey says, by firms located in the three major advertising centers (New York in the East, Chicago and Milwaukee in the Midwest, and Los Angeles and San Francisco in the West).

Other results of the questionnaire show the following:

- Timebuyers in larger and smaller agencies alike receive an average of seven monthly calls from station executives.
- Station executives visit agencies to acquire new business, to update station and market information, to service existing schedules, to acquire renewal orders and to report merchandising and promotion support —in that order.

As for the effect of the visits, 61 percent of the panelists call them beneficial, 37 percent termed them sometimes helpful, hardly any called them never helpful. More important, 26 percent acknowledged that the calls frequently influenced their buying decisions.

Timebuyers, however, differ in the value they place on these visits. Sample comments are:

"There isn't a representative in the country that can tell me as much about a station as can some of that station's management team"—Mort Yanow, Feigenbaum & Werman, Philadelphia.

"Executive visits are extremely important—even more so when sales managers come well prepared with information"—Ben Leighton, Campbell-Mithun, Minneapolis.

"Basically, station executives should 'backstop' their salesmen or representatives with 'glad hand' trips. Often, a fresh viewpoint or over-all appraisal of a station from a different source, or even if it's just a review of the facts already known by the timebuyer, is beneficial to the timebuyer and could result in additional schedules on the station then or later"—Thomas J. MacWilliams, Smith, Taylor & Jenkins Inc., Pittsburgh.

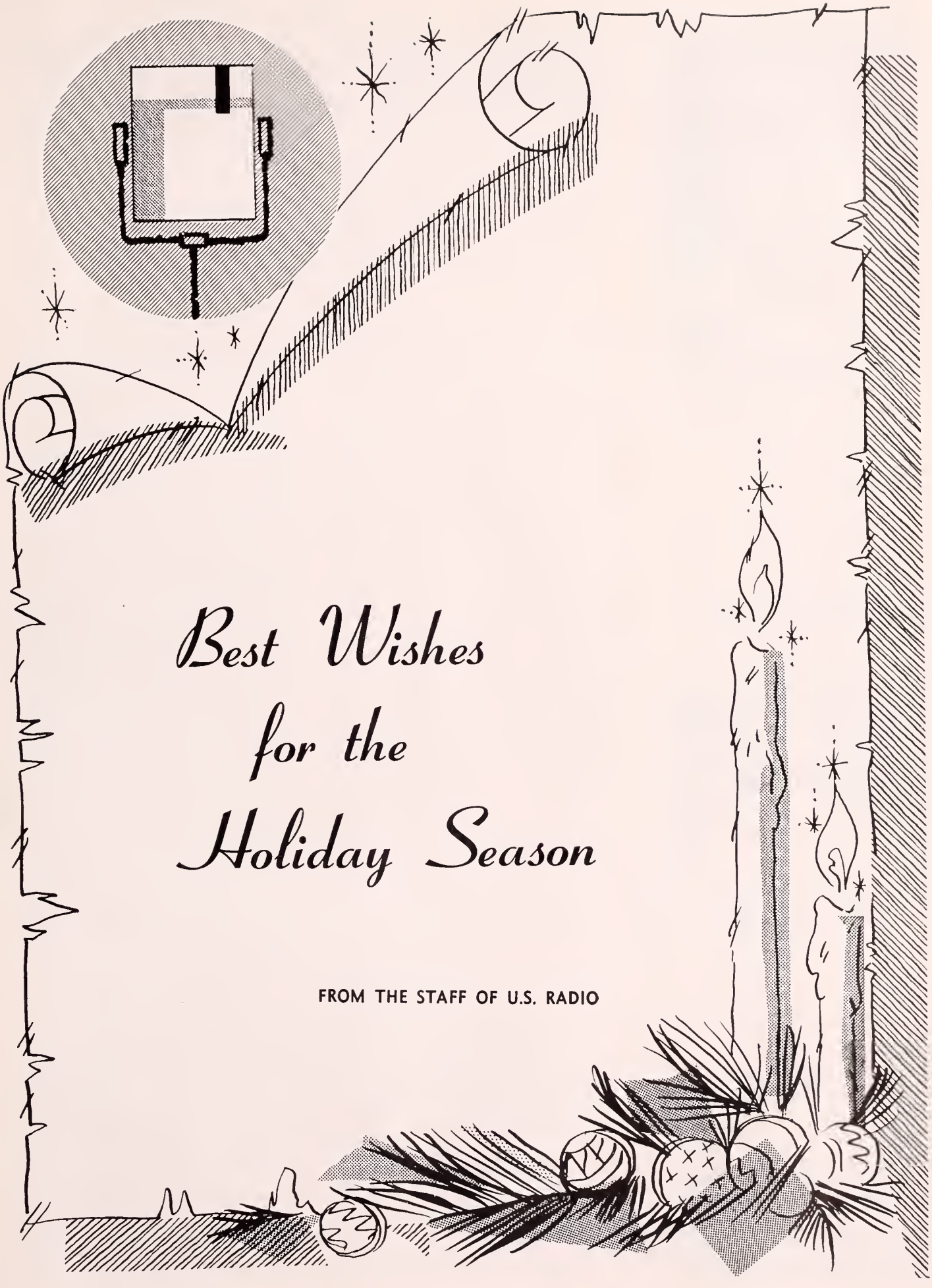
A typical negative comment on the value of station visits:

"If a station has a proper and a good representative, the station executive call is just so much excess baggage for us"—Miss Pat Wagner, Doe-Anderson Advertising Agency Inc., Louisville.

Merger-Appointments

In a merger of representative firms, the John Palmer Co., West Coast radio-tv representative, has become part of the John E. Pearson Co. Mr. Palmer has taken over as Pearson West Coast manager with headquarters in San Francisco. His entire San Francisco and Los Angeles staffs are retained in the merger.

WPAT Paterson, N. J., to Weed Radio Corp.; KJAY Topeka, Kans., to Gill-Perna Inc. • • •


Best Wishes
for the
Holiday Season
FROM THE STAFF OF U.S. RADIO

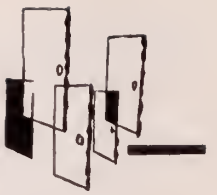
Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

report from agencies



Videotown Shows Radio Gains, Although Out-of-Home Audience In Not Part of Measurement

The over-all bright statistics on radio listening that are prominent in the 11th annual Cunningham & Walsh Inc. "Videotown" report are especially significant in that radio use is measured only in the home.

The study, which turned up many points of interest to the advertiser and agency on radio listening in 1958, excluded the out-of-home portion of the radio audience which has been calculated as adding an average of 25 percent to the in-home tune-in on weekdays and up to 50 percent on weekends.

The "return" of housewives to morning radio listening is called "the biggest news in Videotown this year" by Gerald W. Tasker, vice president and director of research at Cunningham & Walsh, New York. "Almost one out of every two women tuned in sometime before noon, with favored listening hours between 8 and 10 a.m.

"On the five weekday mornings Monday through Friday," Mr. Tasker declares, "the average housewife listened for a total of five hours and 48 minutes —a 109 percent increase over 1957, or more than double. We think this may be partially due to the recession and subsequent unemployment (last summer over three quarters of housewives were home all morning, opposed to 63 percent the year before), but there is little doubt that morning radio has made a significant gain."

Car radios, now estimated at 37.2 million, and sets in use in business establishments—factors that account for major portions of the male audience as well as a large percentage of the ladies —are not measured in the study which shows a weekday listening decline from 32 percent in 1957 to 28 percent in 1958.

The report also notes that other activities have generally shown decreases since last year. There is less reading, smaller attendance at movies and sports events. Again, it is felt that the recession may have caused this in part. Newspaper and magazine reading are also shown on the decline.

Even so, figures for morning listening show a slightly larger audience this year —21 percent, from 19 percent last year. This is due primarily to the radio behavior of housewives. This audience has increased to 51 percent listening on an *average weekday* from 43 percent last year.

This increase is occasioned, the report states, by the large number of housewives who now listen to radio *in the morning*—44 percent in 1958, 30 percent in 1957. Afternoon listening shows a slight gain—from 16 percent in 1957 to 18 percent in 1958. Evening listening among housewives in the home has dropped from 17 percent in 1957 to 14 percent in 1958.

Videotown, the "typical American city," provides other specifics on radio listening, including the fact that the average person (including men, women and children) listens to the radio in the mornings a little more this year than last: One hour and 27 minutes compared to one hour and 15 minutes. These figures again are for in-home listening only.

For the whole day, the report continues, radio listening in the home has declined slightly for the average person; it is now two hours and 27 minutes per week Monday through Friday, down slightly from two hours and 43 minutes in 1957. The average for the whole week, including Saturday and Sunday (weekends were measured for the first time this year) is three hours and 19 minutes.

Housewives Different

As noted before, however, the story among housewives is different. These women have increased their in-home listening substantially. In the average week (Monday through Friday), they listen to the radio seven hours and 54 minutes, a significant increase over the four hours and 55 minutes in 1957.

Compared to tv viewing, morning radio listening in the home in Videotown absorbs more time for all people, especially housewives, who listen to the radio six hours and 44 minutes per week in the morning and watch tv only one hour and 10 minutes per week. • • •

report from networks

New CBS Radio Alignment; ABC Stereo Builds Audience; NBC Adds 'Audio Documentaries'

After seeing the early reaction to their new program consolidation plan, CBS Radio executives believe that it will bring the network into the black.

Option time demands on affiliates, to be reduced from 63 hours a week to about 30 hours, have placed the network in a firmer position with advertisers on clearance. Under the new plan, affiliates are expected to guarantee 100 percent clearance for option time requests. This encompasses about 200 stations.

In response to many inquiries from the public on the cutback in programming from 90 to 50 hours a week, President Arthur Hull Hayes states that public affairs features such as the *Unit One* series, *Capital Cloakroom, Face the Nation, World News Roundup* and *Church of the Air,* and entertainment programs with the Metropolitan Opera, New York Philharmonic, Arthur Godfrey, Art Linkletter, Mitch Miller and others are being continued. News and sports commentators and most of the daytime dramas are being retained.

On the business side, more than $325,000 in billings is reported by John Karol, vice president in charge of sales. New orders have come from Comstock Foods, Plough Inc., Texas Co. and Stanley Home Products Inc. In addition, the lamp division of General Electric Co. has renewed a weekly quarter hour of *Arthur Godfrey* for 26 weeks.

Stereo Survey

Of those persons who were aware of the ABC stereocasts of *The Plymouth Show,* 46.3 percent said they tuned in the program because of their interest in stereophonics, a Trendex survey reveals. A total of 85.1 percent of those surveyed said the stereophonic broadcasts improved their enjoyment, with 56.7 percent reporting that it contributed "a great deal" and 28.4 percent saying that they enjoyed it "more than before."

The show was launched stereophonically on a national basis this fall. The survey was conducted by Trendex in eight cities of the 82 markets receiving the three-dimensional Lawrence Welk music. Survey cities: New York, Chicago, Detroit, Philadelphia, Kansas City, Mo., Houston, Atlanta and Minneapolis.

Other results: Nearly two out of three persons said they would take advantage of the stereophonic sound when they tuned in again. Of the 66.8 percent who were aware of the three-dimensional sound, 60.8 percent said they had already taken advantage of it.

'Audio Documentaries'

NBC Radio is preparing a special series of "audio documentaries" on important subjects and issues of our time, which will be a regular feature of *Nightline* beginning next month. Called "The NBC Image Series," the length of each presentation "will be dictated by only one consideration—how much time is needed to cover the topic thoroughly." The first presentation, "Image-Russia," is expected to take 30 to 40 hours of on-the-air programming extending over four weeks.

On the business side, Bristol-Myers Co. has purchased an "extensive" campaign of 52 weeks on NBC Radio for Trushay Hand Lotion, William K. McDaniel, vice president in charge of sales, announces. The order "heads a list of current sales totaling more than $1 million in net revenue," including orders by Scott Paper Co., Lever Brothers Co., Aluminum Co. of America, Elgin National Watch Co., B. Manischewitz & Co., American Safety Razor Co., A. Stein & Co., the Christian Reformed Church and the Lutheran Laymen's League.

Affiliation News

KOMO Seattle has signed as an affiliate of ABC Radio. WOL has become the Mutual affiliate in Washington, D. C., and nine new affiliates have raised Keystone Broadcasting System's total to 1,047. The outlets are: KTCS Ft. Smith, Ark.; KAHI Auburn, Calif.; KXO El Centro, Calif.; WGSR Millen, Ga.; WOWE Allegan, Mich.; WONA Winona, Miss.; KDSX Sherman Tex.; WWIS Black River Falls, Wisc., and WJMC Rice Lake, Wisc. • • •

WeReBeL

STATIONS....
A STEADY LISTENING HABIT
....AT HOME
....ON THE GO

WRBL 30 Years
WRBL-FM 12 Years

THE QUALITY TONE OF THE
TWIN STATIONS
DELIVERS
MAXIMUM AUDIENCE
in the
COLUMBUS, GA. MARKET

WRBL
AM - FM
1420 - 93.3
COLUMBUS, GA.

NATIONAL REPRESENTATIVES
Geo. P. Hollingbery Co.
NEW YORK - CHICAGO - ATLANTA
DETROIT - SEATTLE
LOS ANGELES - SAN FRANCISCO

Sales Idea

How to reach your Objective

IN BUFFALO

An AIMS Station

It's much easier with

WBNY

- Lowest cost-per-thousand listeners!
- Biggest volume of national advertising!
- Biggest volume of local advertising!
- Always GOOD . . . now a MUST!

Call Masla Quick!

report on FM

Stone's Fm Network Plan Based on Magnetic Tape; He Believes Time Is Right

Fm stations in more than 14 markets have expressed interest in the fm network plan outlined recently by Ray Stone, Maxon Inc. timebuyer. Mr. Stone makes it clear, however, that he has no formal organization to implement the plan, which he has proposed primarily as a suggested project for the fm industry to consider.

"At no other time does the effective organization of fm seem so opportune as now," says Mr. Stone. "How much longer this possibility will exist, no one person knows."

As a consequence, Mr. Stone is proposing a national fm network making use, for the most part, of magnetic tape. This is not the first time Mr. Stone has made such a suggestion (see *Fm: Frustrated Medium*, December 1957), but this time he presents a practical working outline for the network's operations.

The fm network would operate on local time in all markets. Suggested network option hours would be 7 to 9 a.m., 11 a.m. to 3 p.m., 5 to 6 p.m. and 7 to 10 p.m.

Assuming a 16-hour station operation, Mr. Stone's fm plan would eventually provide 10 hours or 62 percent of an outlet's fm programming. At a future date, each affiliate would be provided with 900 hours or a three month's supply of network programs which would be repeated four times a year.

Each affiliate would be responsible for all tapes beyond normal wear, and local fm programs would be compatible with network programs.

As for compensation, Mr. Stone suggests that stations would take in 25 percent of the income the network sells in network time. Network compensation would be 25 percent of the income if the station sells time in network programming in network option time, and could also be 25 percent if the network sells time in station programmed time.

On the theory that fm offers an *unduplicated* adult audience of higher income and education, Mr. Stone would organize his fm network on the basis of 10 "preferable metropolitan areas"—with further expansion to 50 or 60 stations "as circumstances permit." Ranked in order by Mr. Stone according to fm penetration, the markets are: New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Washington, Cleveland and Pittsburgh.

These markets, he says, represent 50 percent of all U. S. fm homes. The total fm homes is estimated at from 12 to 14 million. A well-planned network would deliver two to three percent of the potential audience consistently, he states. "A two percent figure would give 132,600 homes in the 10 metropolitan areas. (This does not include penetration or sets outside metro areas.) $100 per commercial minute would give a cost of about 75 cents per 1,000 homes. Six spots per hour for 10 hours would produce an annual gross income of $2,190,000."

No attempt at fm organization should be made on less than a two-year initial basis, Mr. Stone advises. "With substantial effort and little interference from circumstances beyond control, a five-year operation should see 200 million U. S. fm homes and an annual network gross income of $2 million or more."

Stereocasting

Many stations across the country are carrying extra hours of am-fm stereocasting in an attempt to expand the market.

WQXR and WQXR-FM New York are stereocasting on Wednesdays and Saturdays from 1:05 to 2 p.m. "to enable dealers to demonstrate stereo reception in their stores during business."

Similar programs are reported from the Boston area. WCRB-AM-FM Waltham, currently stereocasting 20 hours weekly, went stereo for eight hours a day during the New England High Fidelity Show. WBZ-AM-FM Boston also presented special broadcasts and demonstrations for the show.

Fm Factory Production

Fm factory production for September totaled 41,408 sets, according to Electronics Industries Association, up 20,073 over August. Total set production for 1958 so far shows a total of 176,061. • • •

report from Canada

BBM Traveling Panel Visits Five Cities; More Sessions Planned

The airwaves of Canada were tested in still another fashion by the Bureau of Broadcast Measurement last month. The rating system sent a team of its members on a flying tour of Western Canada to conduct daily industry clinics in five major cities.

Objectives of the panelists, according to Charles C. Hoffman, executive vice president of BBM, were to hear what broadcasters had to say about the effectiveness of BBM's methods and what more they'd like to have it do in the way of audience studies; to answer questions not only about BBM but other types of rating systems, and to explain in technical and practical ways how to compare the different types of surveys.

The panel kept its dates with local broadcasters according to this schedule: November 10, Winnipeg; November 11, Regina; November 12, Calgary; November 13, Edmonton, and November 14, Vancouver. Not even skipping a breath, the fast-paced executives of the team opened each of the day-long sessions at 9 a.m. in a new locale.

"As an educational project for both members and non-members, says Mr. Hoffman, "it answered a lot of previously unanswered questions put forth by a strong turn-out of broadcast people."

So successful was the tour, in fact, that additional panel sessions have been requested by other Canadian broadcasters. Both Toronto and Montreal are definitely scheduled as "talk points" for the next team to be organized, and Ottawa and London, Ont., are strong possibilities, reports Mr. Hoffman.

The first "flying panelists" for BBM, experienced executives in their fields, were able to discuss from personal knowledge the merits of the various methods of rating, Mr. Hoffman explains. The team included W. Clifford Wingrove, assistant manager, CFPL-TV London, Ont., representing stations; George A. Meen, advertising manager, Christie, Brown & Co. Ltd., Toronto, representing advertisers; Ralph G. Draper, media director, BBDO, Toronto, representing agencies, and Mr. Hoffman and Wilfred L. Hudson, research and development director, representing BBM.

An attendance of 127 radio and television people in the five cities, plus an "after hours" session of six agency people in Edmonton, heard the panel discuss the use of the ballot as compared with the use of telephone and personal calls; the use of seven-day compared with four-day compilations; methods for selecting the sample; the size of the sample in relation to the number of returns and how to keep both realistic, and spreading out the sample to eliminate special promotions.

Questions from the audience ranged from "How do you survey suburban versus rural versus urban areas?" to "Who fills out the log in each house?"

In deciding to send out the team of members to discuss BBM aims, objectives and methods, the organization moved to answer what it terms "certain claims and accusations being made by others in the broadcast media research field."

"We sincerely believe that one of the things which is at the root of the present confusion is the lack of a very clear understanding of the difference between tuning for a *few minutes* of time and tuning over an *extended period* of time," says George S. Bertram, president of BBM and advertising manager of Swift Canadian Co.

BBM is a non-profit organization.

Its 15-man board of directors represents in equal numbers the three-fold membership of advertisers, agencies and stations. Its method of operation, as explained by Mr. Hoffman, entails selecting random samples of about 120,000 persons from telephone and post office directories and balloting them twice a year. • • •

KFAL RADIO

FULTON, MISSOURI

Prime radio service to four principal cities of Central Missouri.

- COLUMBIA
- JEFFERSON CITY
- MEXICO
- FULTON

TOP SHOWS for TOP PRODUCTS of interest to Women . . .

"Over the Coffee-Cups"
with Art Hogan
7:35 AM-8:00 AM
Monday thru Saturday

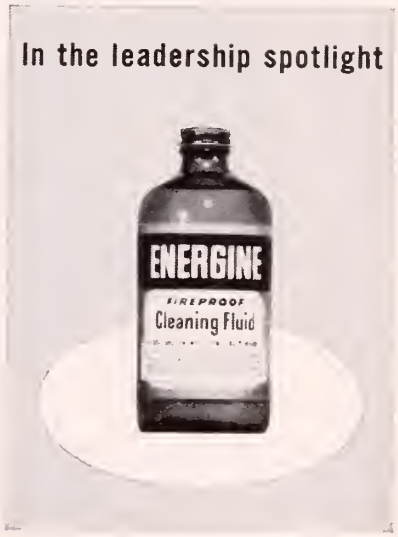
"In the Know—with Ron and Jo"
9:05 AM-10:00 AM
Monday thru Friday

"Top of the Morning"
11:30 AM-12 Noon
Limited participations.

Unique programming with feature interest is the hallmark of KFAL-RADIO

Represented by John E. Pearson Co.

KFAL RADIO Tel: 1400
Fulton, Missouri
900 Kilocycles 1000 Watts



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WGN-RADIO
CHICAGO, ILLINOIS

RADIO COVERAGE (Continued from p. 23)

43.8 percent of the women listeners read one tabloid paper leaving 50.9 percent of the men and 56.2 percent of the women as non-readers.

The drop-off in newspaper readership to the next paper, according to WOR listeners, is substantial. The study shows that 19.6 percent of the WOR men listeners and 14 percent of the women read the second most popular paper leaving 80.4 percent of the men and 86 percent of the women as non-readers.

One of the major points made in the WOR study which has great bearing on the radio coverage story is that the major newspapers showed a lower readership in the suburbs by WOR listeners.

Changes Scored

Based on seven suburban counties in New York and New Jersey, the tabloid readership when compared with WOR listeners changes considerably. Here, 43.8 percent of the men in the suburbs read the paper compared with 52.2 percent of the city men. With women, it was 34 percent of those living in the suburbs compared with 19.9 percent in the city who are WOR listeners and read the paper.

A factor that has played heavily on the side of radio in competition with local newspapers has been its economy. Recently, a CBS Radio Spot Sales presentation to Studebaker-Packard Corp., South Bend, Ind., showed the stretch of the radio dollar.

What Radio Can Buy

Assuming that $150 a week was budgeted on a radio station in a midwest community, this is what radio would provide compared with a leading newspaper:

Newspaper: The money would buy a quarter of a page once a week, based on the cost of 32 cents a line and 2,461 lines to a page. The study states that using Starch measurements and based on the paper's 107,304 circulation the cost per thousand readers is $1.66.

Radio: The money would buy 12 one-minute announcements on a morning radio program. Based on Pulse measurements, the average rating is 12.2 with the 12 minutes aggregating 146.4 rating points. With 185,000 radio homes in the station's coverage area, the radio messages achieve 270,840 family impressions per week at a cost per thousand family impressions of 55 cents.

As advertisers continue to search for a blanket coverage medium at a cost that is efficient, the sound of radio grows in appeal. • • •

WARNING!

TO EVERY ADVERTISER WHO BUYS WEJL-RADIO, SCRANTON

1. There will be no competitor within thirty minutes of your commercial.
2. You will not be multiple-spotted.
3. You buy from an accurate coverage map.
4. You won't always have the top Pulse-rated spots, but you'll be near the top all day long.
5. Live copy will be *sold* by air salesmen; we have no pear-toned deejays to unhappily mouth your commercials.
6. Sorry . . . no special deals . . . no one has a better break nor ever will.
7. We can't give you the rock'n roll kids . . . all we offer is the adult buying-decision audience.
8. We can't put you near mail order or per inquiry clients because we just don't accept them.
9. You will have to accept a low cost-per-thousand.
10. We must confess that our news programs are heavily local in content and have won 26 awards in State-wide competition in seven years.
11. We must also confess that our morning man . . . Bill Pierce . . . is in a rut. He has been the top air personality right here in Scranton for more than 27 years.

P.S. Won't you ask the Meeker Company for more information?

WEJL
The Scranton Times
Scranton, Pennsylvania

NEWS...MUSIC...SALES

To insure a place every week . . .
and get reduced luncheon prices
REGISTER NOW for the 1958-59
series of RTES TIMEBUYING &
SELLING SEMINARS

Advance registration entitles you to attend all sessions — from now through March 24. Cost: just $10, insuring opportunity to hear some of the biggest names in the industry discuss subjects like these:

An agency president looks at Tv / Radio; "Hypoed" Ratings; All-Media Buying's Pros and Cons; Local vs. National Rates; Videotape; Streamlined Rate Cards; many more vital subjects.

Just fill out the coupon and mail today to Claude Barrere, RTES, Hotel Biltmore, Madison Avenue, New York, N.Y.

PLEASE SEND ME _____ reservations to the 1958-59 Timebuying & Selling Seminars at $10 each.

NAME _____

ADDRESS _____

COMPANY _____

$_____ Check enclosed

WDSU RUN AGAIN

In a letter to Mr. John C. Gilmore, Vice President of Community Club Services, Inc., Mr. John Screen, Manager of WDSU in New Orleans stated that "... After successfully completing our first Community Club Awards Campaign last spring and summer, we are now engaged in planning and selling our second campaign which will run from January 18th through April 18th, 1959.

John F. Screen

The first campaign was very successful and we are already assured that the sales results of the second campaign will far exceed those of the first.

Community Club Awards offers a very tangible means of showing a client the results of his advertising investment. We are well compensated for the enormous amount of detailed work involved."

COMMUNITY CLUB AWARDS

PENTHOUSE SUITE
527 Madison Ave.
New York 22, N. Y.
Phone: PLaza 3-2842

NAB ASSOCIATE MEMBER

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

radio research

Four-State Survey Shows Farm Listening Heaviest From Morning to 1 p.m.

Farm families, according to a four-state survey, do their heaviest radio listening before 1 p.m., and they are mainly interested in weather. This information was confirmed by a mail survey of farm families in the Ohio, Kentucky, Indiana and West Virginia area made by the American Advertising Service of Cincinnati for radio station WLW.

The figures are important, according to WLW, because this area accounts for more than $1.9 billion of farm income. Results are based on returns totaling 1,679 questionnaires, of which 550 were discarded because they were from non-farm residents.

Among the remaining 1,129 families, it is noted, radio listening goes on steadily throughout the day—but there are definite peak periods of listening. Top hour is from 7 to 8 a.m. (preferred by 73 percent of farm families surveyed), followed by the 6 to 7 a.m. hour (63 percent) and noon to 1 p.m. (59 percent). Smaller peaks are reached at 8 a.m. (51 percent) and at 6 p.m. (12 percent). Farm families go to bed early, the study shows, with hardly any late-evening or post-midnight listening—but 21 percent of the sets are back on at 5 a.m.

Preferred Programs

When asked which type of service programs they preferred, weather won by a significant margin. However, both market and farm news programs scored highly. Farm interviews ran a poor fourth.

Farm families were given a chance to act as program managers in one part of the survey which asked, "If you were a program manager, when would you schedule these service programs?" Again, 6 to 7 a.m. was the preferred time with more than 30 percent preferring it. Noon ranked second as the time for farm programs with about 27 percent of the vote.

Another question—"When do you usually listen to *farm* programs?"—again brought answers of 6 a.m., 7 a.m. and noon.

Of those farm families surveyed, 50 percent are usually tuned to farm service programs at the peak listening hour of from 7 to 8 a.m. At the next highest listening hour, 6 to 7 a.m., 56 percent are tuned to farm service features. At the noon hour, 51 percent of farm radios in use are tuned to farm service shows.

"We feel that the survey findings as reported provide reliable information on radio listening habits and preferences in the area," declares Don Walters, president of American Advertising Service. WLW is distributing the report to advertisers and agencies in the area.

Of the respondents to the survey, 16 percent live on farms of 260 or more acres, 19 percent on farms of 180 to 259 acres, 29 percent on farms of 100 to 179 acres, 28 percent on farms of 30 to 99 acres, and 8 percent in the less than 30 acres category.

In a letter accompanying the questionnaire, farm families were told that "here is your chance to improve farm radio programs. Broadcasters want to know what kind of programs you want and when you want them." There was nothing in the letter or questionnaire to indicate which, if any, area station was behind the survey.

New Pulse Subscribers

The Pulse Inc. research organization has signed 12 new subscribers for its radio-tv reports. The new list includes eight advertising agencies, two advertisers, a program producer and a merchandiser.

Listed geographically, the subscribers are—from New York: Maxon Inc. and Frank B. Sawdon Inc., agencies, Quality Bakers of America, Harry Cohen Merchandising Corp. and Bernard L. Schubert, program producer.

From Los Angeles: Fradelis Frozen Food Corp., and three agencies—Mottle & Siteman, Paul Winans Co., and Beckman, Koblitz Inc.

The other agency subscribers are Hugo Wagenseil & Associates, Dayton, O.; Arthur Advertising, New Orleans; M. Belmont Ver Standig Inc., Washington, D. C., and Dunman & Jeffries, Newark, N. J. • • •

AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be *22 million more* in 1975 than today.

3. More Income—Family income after taxes is at an all-time high of $5300—is expected to pass $7000 by 1975.

4. More Production—U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings—Individual savings are at highest level ever—*$340 billion*—a record amount available for spending.

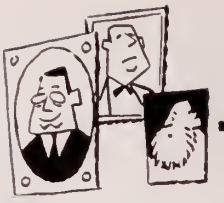
6. More Research—*$10 billion* spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs—In the next few years we will need more than *$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

EVERARD W. MEADE, formerly with Young & Rubicam Inc., named a vice president in the radio-tv commercial department of Ogilvy, Benson & Mather Inc., New York.

EDWARD F. BALTZ, marketing director and account supervisor, elected a vice president of Compton Advertising Inc., Los Angeles.

THOMAS C. DILLON, BBDO vice president and director, named head of marketing, research and media for the entire agency, headquartering in New York. W. M. STARKEY, vice president and account supervisor, succeeds Mr. Dillon as manager of the Los Angeles office. Also JOHN D. DEVANEY, supervisor in the Chicago office, named a vice president of BBDO.

E. B. FERREE, copy supervisor, New York; JOHN W. MURPHY, commercial production supervisor, New York; BRUCE L. ALTMAN, account supervisor, Los Angeles, and JOHN L. BALDWIN, account supervisor, Chicago, all named vice presidents of Kenyon & Eckhardt Inc.

FREDERICK J. WACHTER, formerly general manager of the Chicago office of Erwin Wasey, Ruthrauff & Ryan Inc., named executive vice president and general manager of the New York office and the eastern division. He is succeeded in Chicago by ROSWELL W. METZGER, chairman of EWR&R's executive committee, who is named head of the central division. Also, RUDY ETCHEN, formerly public relations director for the Browning Arms Co., appointed vice president in charge of new business at EWR&R, Pittsburgh.

STATIONS

CARL E. LEE named executive vice president and general manager of Fetzer Broadcasting Co. Also, OTIS T. GASTON named station manager of WKZO Kalamazoo, Mich., and ROGER HOFFMAN named station manager of WJEF Grand Rapids.

ALFRED E. ANSCOMBE, former station manager of WKBW Buffalo, N. Y., appointed executive vice president and general manager of WINE-AM-FM Buffalo.

HARVEY OLSON, program manager of WDRC Hartford, Conn., appointed vice president in charge of public relations at the station.

WILLIAM ARMSTRONG, former program director of WDGY Minneapolis, named assistant to the vice president of the Balaban Stations. Also, EDWARD T. HUNT, former general sales manager of WDGY, appointed general manager of KBOX Dallas.

GENE ACKERLEY appointed general manager of KCUB Tucson, Ariz.

JOHN W. MURRAY JR., former assistant station manager at WWOL Buffalo, N. Y., named assistant general manager of WWOK Charlotte, N. C.

RICHARD H. VAUGHAN, sales manager of WHYE Roanoke, Va., appointed general manager of WARE Ware, Mass.

BILL BENGTSON promoted from the sales staff to business manager of KSO Des Moines, Ia.

RONALD J. KAHN appointed director of sales and ROBERT ANDERSON director of merchandising, promotion and publicity at KYA San Francisco.

CLIFFORD L. EUSTICE, former owner of Clifford L. Eustice Co. food brokers, named director of product services for the Crosley Broadcasting System.

BRUCE PARKER, former merchandise manager for KGB San Diego, named merchandising director at KSON San Diego.

BILL DIXON promoted from account executive to sales manager of KBUZ Phoenix, Ariz.

NICK BELL, formerly with the WARE Ware, Mass., sales staff, named sales manager of WHYE Roanoke, Va.

SAM SEROTA, previously with WIP Philadelphia, named public service director of WPEN Philadelphia.

EDWARD L. PEARLE, formerly with the Yankee Division of RKO Teleradio Pictures Inc., appointed public relations director for WBZ-WBZA Boston-Springfield.

C. B. CLARKE promoted from account executive to sales manager of WDGY Minneapolis.

NORRIS KALAR appointed an account executive at KBOX Dallas to direct the food merchandising and Community Club Awards department, and CHARLES H. BOLAND named a KBOX sales representative.

REPRESENTATIVES

JAMES ALSPAUGH, manager of the San Francisco office of H-R Representatives Inc., elected a vice president in New York.

MARVIN ROSLIN, former timebuyer with Ted Bates & Co., named assistant to the vice president in charge of research and promotion at Adam Young Inc.

HOWARD J. MALHAM and LEWIS F. DRAPER JR. named account executives at John Blair & Co., Chicago.

NORMAN F. FLYNN, formerly with RAB, has joined the staff of Broadcast Time Sales, New York.

NICHOLAS R. MADONNA, formerly with Edward Petry & Co., named to the radio sales staff of NBC Spot Sales.

NETWORKS

DENMAN F. JACOBSON, formerly a service representative with N. W. Ayer & Son, Detroit, named account executive for the Detroit office of CBS Radio network sales.

BROADDUS JOHNSON JR., formerly with Paul H. Raymer Co., has joined the sales staff of the NBC Radio network.

Bengtson

Alspaugh

Lee

Flynn

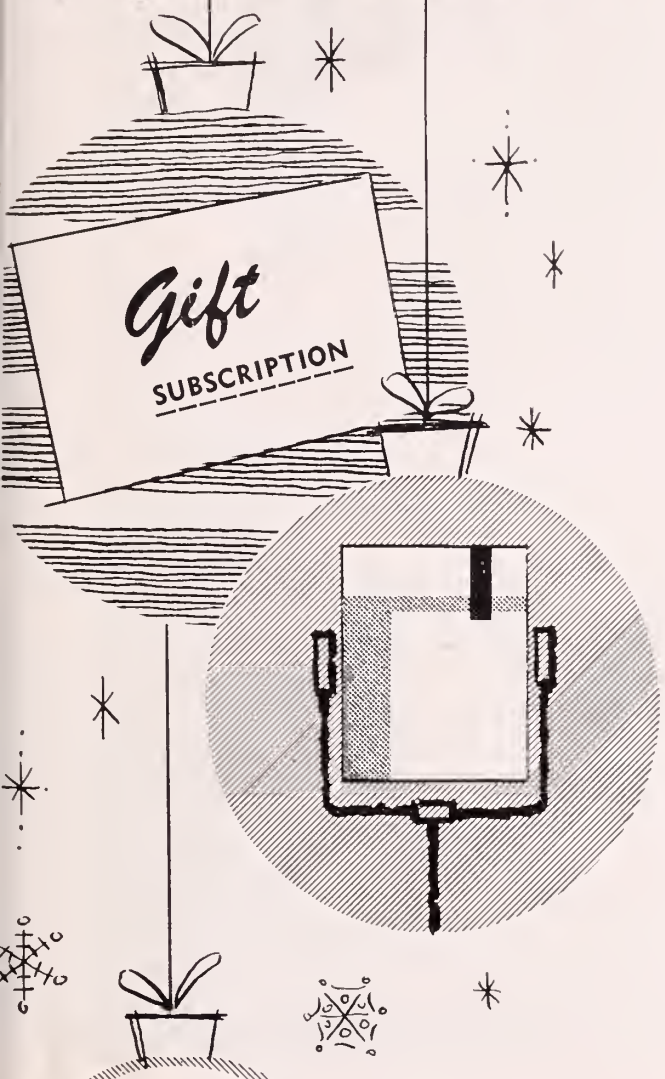
Kalar

Roslin

Armstrong

Ferree

Special Holiday Offer



~~$3.00~~

$2.00

HOLIDAY RATES

TO RECEIVE
. . . or have your
friends receive
U. S. RADIO
at the Special
Holiday Rate
Mail this form

NOW!

Give your friends a Gift Subscription To U. S. RADIO!

. . . at 1/3 Off Regular Subscription Price . . . $2 Instead of $3. And a Gift Card Which Will Be Mailed To Each Recipient.

U. S. RADIO
50 West 57th Street
New York 19, N. Y.

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____

Ordered by _____, include me in this offer ☐
Company _____
Address _____

Please Bill ☐ Payment Enclosed ☐

Note: If you have additional names please attach list.

EDITORIAL

. . . radio to sell radio

A TWO-SIDED PROBLEM

Twice in one week, two executives on daises separated by about 1,000 miles urged radio to use its own force to promote itself. The advice, interestingly enough, concentrated on two different aspects of the problem.

In St. Louis at the third annual convention of the Broadcasters' Promotion Association, a broadcaster, Donald H. McGannon, president of Westinghouse Broadcasting Co., urged the industry to use its own vehicles to sell itself to *advertisers* just as print media use their own outlets.

And in New York at the fourth annual National Radio Advertising Clinic, sponsored by Radio Advertising Bureau, an advertiser, Bernard J. Wiernik, vice president in charge of sales and advertising of Mogen David Wine Corp., counselled the radio medium to promote itself to its *listeners*.

DESERVE CONSIDERATION

Both these views deserve immediate and thorough consideration by the radio industry. The time is at hand when radio must face up to its complete promotion needs. Just as significant as the use of local promotion activities, direct mail and the national trade press the use of radio to sell radio has its important place in the total effort. If we hold that radio is one of the best media to move and market goods, then why not use it to promote the industry to the advertiser and the audience?

"The future growth . . . demands that broadcasting as an industry," states Mr. McGannon, "plow back a substantial percentage of its money, time and creativity into a concentrated drive to assure our future health and growth; to use the great sales tools of radio and television to impress indelibly on advertisers and prospective advertisers that ours are dynamic sales media. . . ."

He cites the dimensions of radio as enjoying "wider acceptance" with 142,600,000 sets in working order and "some 37 million" car radios.

WHAT CAN BE DONE

As an example of what can be done, Mr. McGannon draws attention to the fact that newspapers and magazines will carry a full page ad spelling out why advertisers should buy space. Such an ad, he states, is intended for only five percent of the circulation or less— "the minority who control how advertising dollars are spent."

In his talk on how Mogen David Wine Corp. uses radio (see *Seven Radio Advertisers Tell Why*, p. 40), Mr. Wiernik presents the challenge that radio advertise its wares to listeners. He says radio should do a more complete job of letting the listener know not only that it is there, but that it has entertaining and informative programs to offer.

The radio story of Mogen David is itself an interesting one. Although satisfied with the results of other media, the winery has turned a "substantial" portion of its $3.5 million ad budget over to radio because of so many "tempting" advantages radio offers.

The idea of selling radio with radio is well conceived. The radio industry, convinced of its value as a prime mover of goods and services, should also use the medium to promote the industry in both areas.

Exploding the "Bubble Gum Myth"

"Color Radio" sells more than bubble gum. "Pulse Audience Composition — Summer 1958" proves the point: FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS. In an average quarter-hour, KFWB racks up a total audience per quarter-hour of 116,220.

KFWB, because of its overwhelming total audience —NUMBER ONE IN HOOPER, NUMBER ONE IN PULSE— pulls listeners right in close . . . and delivers your clients' sales messages to more adults than any other Los Angeles station.

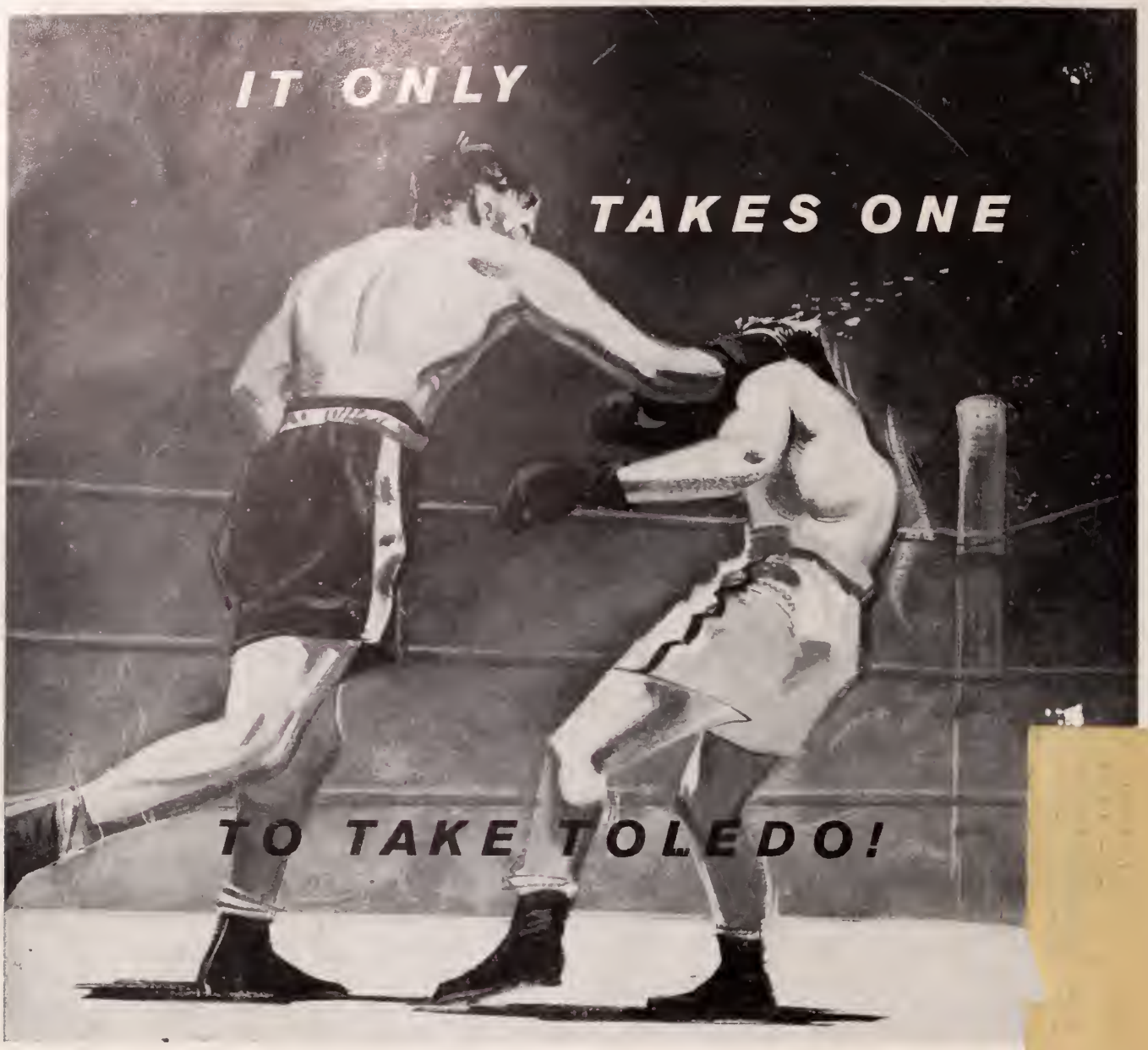
Don't just sit there with gum on your face.
Buy KFWB . . . first in Los Angeles
It's the thing to do!

Channel 98

my mommy listens to KFW-B

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

ROBERT M. PURCELL, president and general manager • MILTON H. KLEIN, sales manager
Represented nationally by JOHN BLAIR & CO.



WSPD Radio's dominance in Toledo is dramatically demonstrated with the station's receiving the highest Hooper rating in its 37 years of operation—56%!* Top *listeners' acceptance* plus an all-time high in *customer acceptance* reflect WSPD's forward march to give you more mileage for your dollar.

This unchallenged leadership has been established through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By every measurement, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask you KATZ man for details.

*Aug.-Sept. Hooper.

"Famous on the local scene

WSPD

SPeeDY

NBC RADIO in TOLEDO

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

Storer Radio

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

NAB LIBRARY

NAE LIBRARY